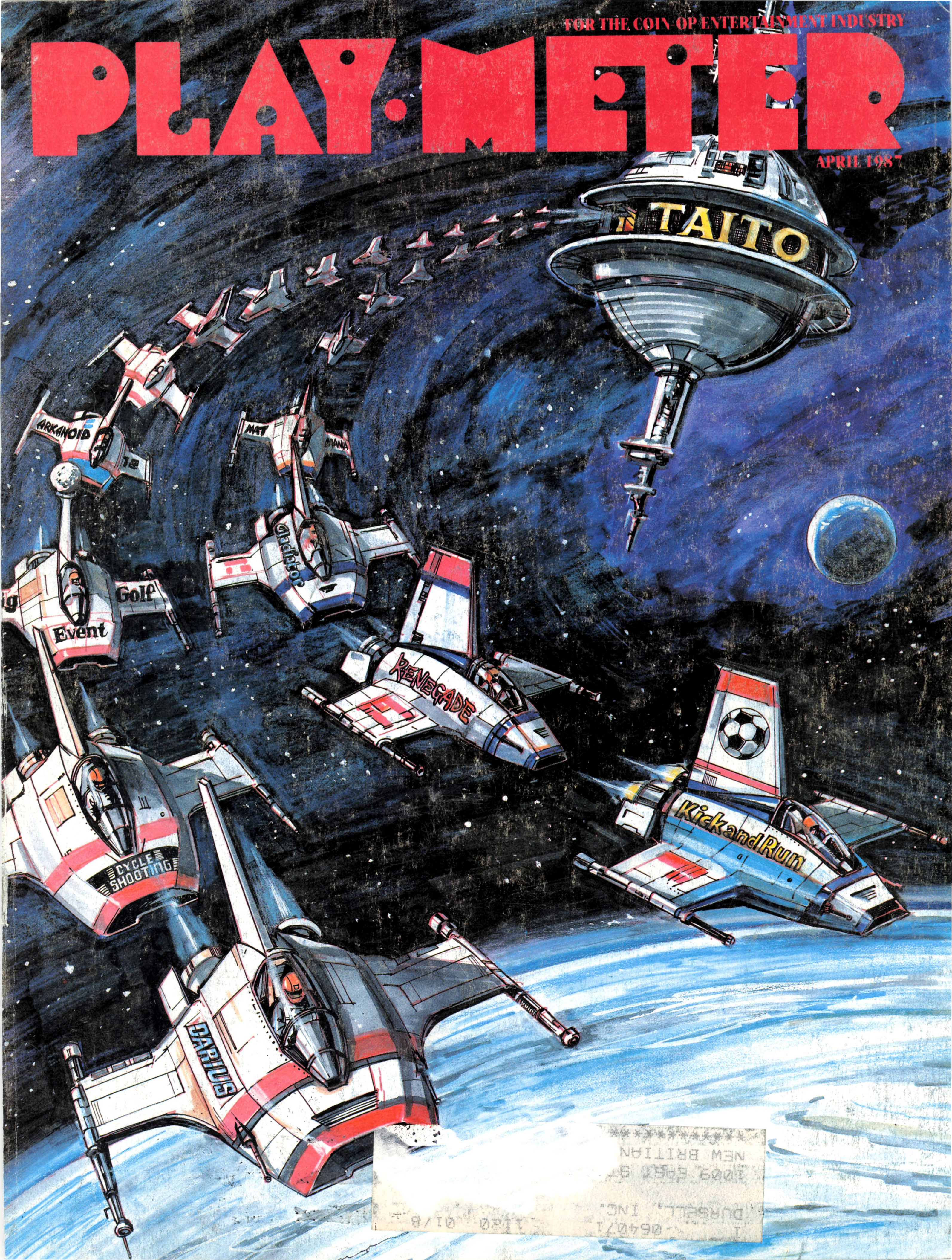
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

PLAY·METER

APRIL 1987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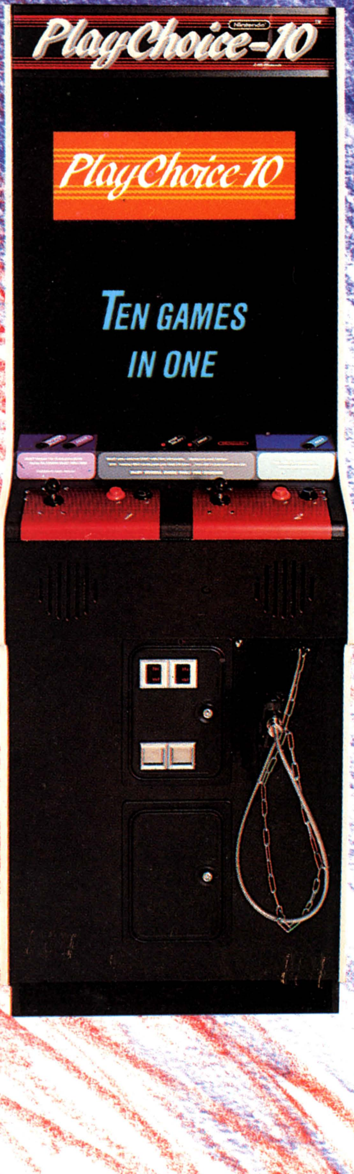

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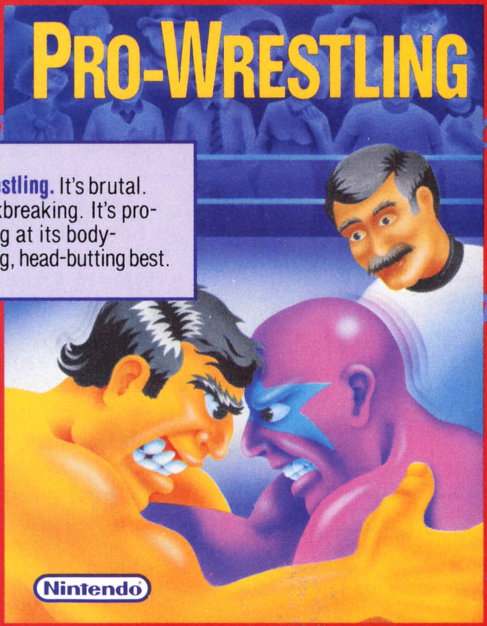
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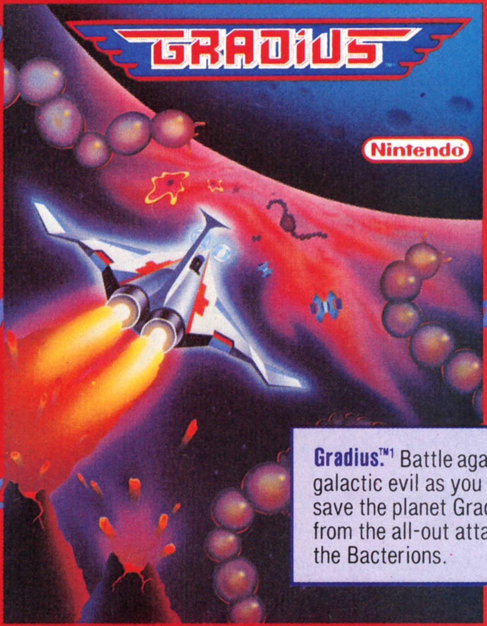
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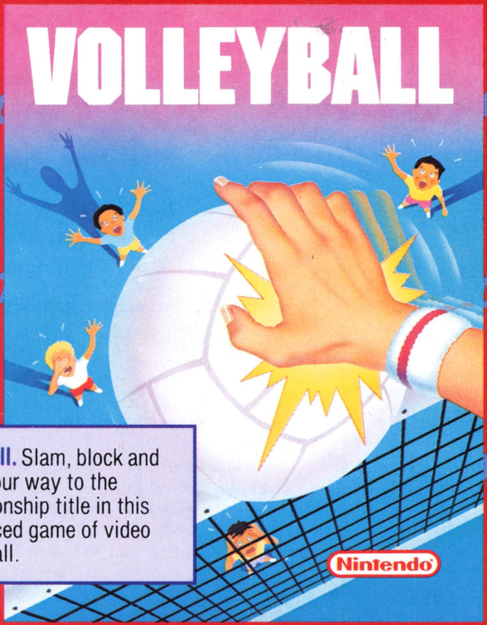
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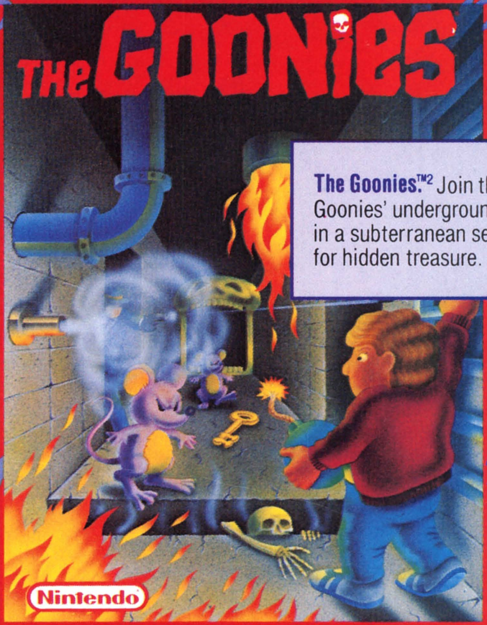
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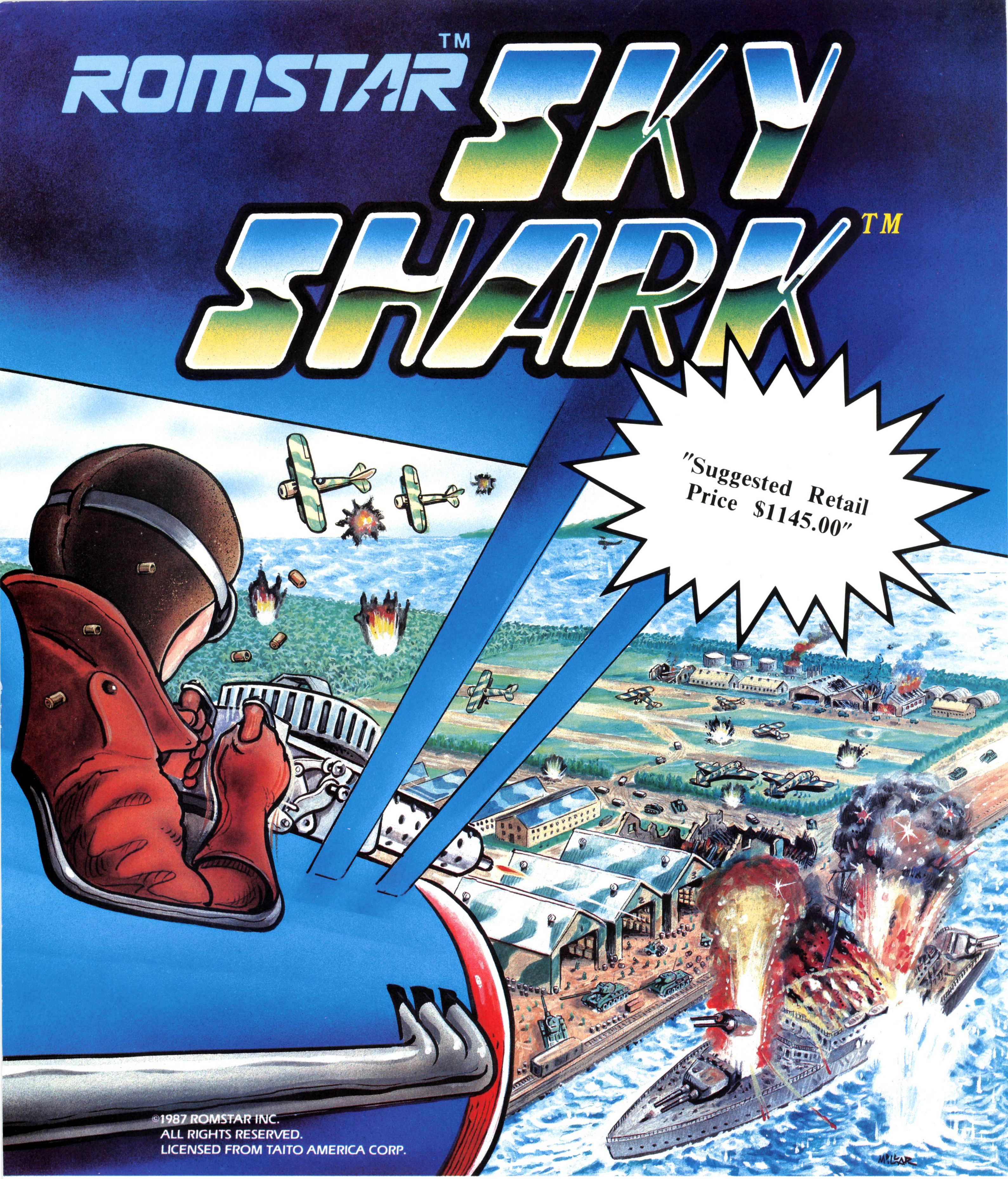

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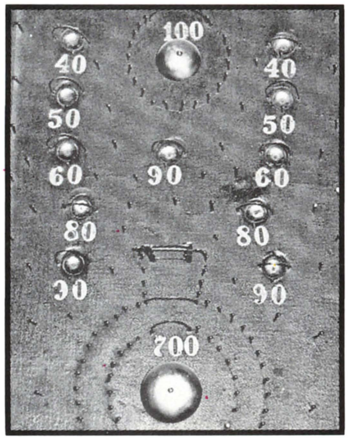

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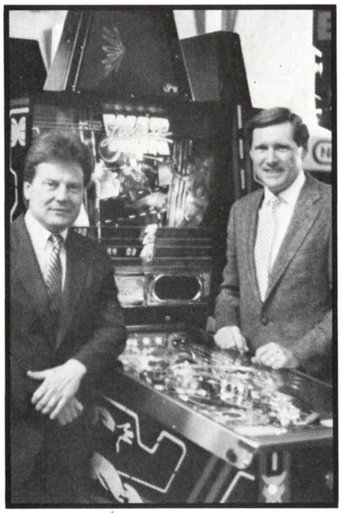

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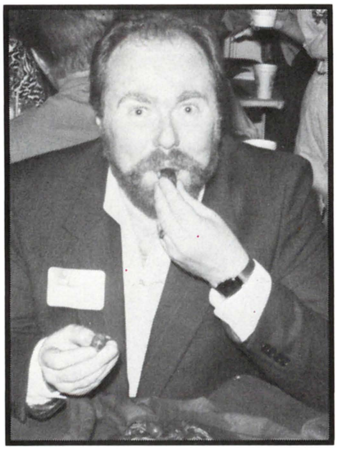

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Pinball: The Early Days 16

Since pinball seems to be making a revival; a pinball was again the hit of ACME, we thought it would be fun to take a look back at the beginning of pinball. It was a fun story to do that we hope you will enjoy reading as much as we enjoyed writing it!

Coinman Interview: Data East's Bob Lloyd and Steve Walton 24

Back in November, when Data East announced the formation of its new pinball division, the industry couldn't wait to see what it would be offering. Its first pinball, *Laser Wars* was shown at ACME and looks very good. Of course, as these two will tell you, making a good presentation is only the first of many steps. Bob and Steve were very cautious not to sound like instant pinball experts. They admit they are learning, and from they said, the operators are the ones that will benefit from their desire to have a solid, reliable game before the first one is even shipped.

ACME '87--A Wrap-up 54

New Orleans was the perfect setting for what turned out to be a successful second annual American Coin Machine Expo (ACME.) There were many new products shown and the response from attendees was that the industry is better than it has been in a long time. Here is a wrap-up of equipment and social events with lots of pictures. Next month, we will do a detailed wrap-up of cranes and suppliers at ACME.

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Cover photo by Taito. (See cover story on page 10.)

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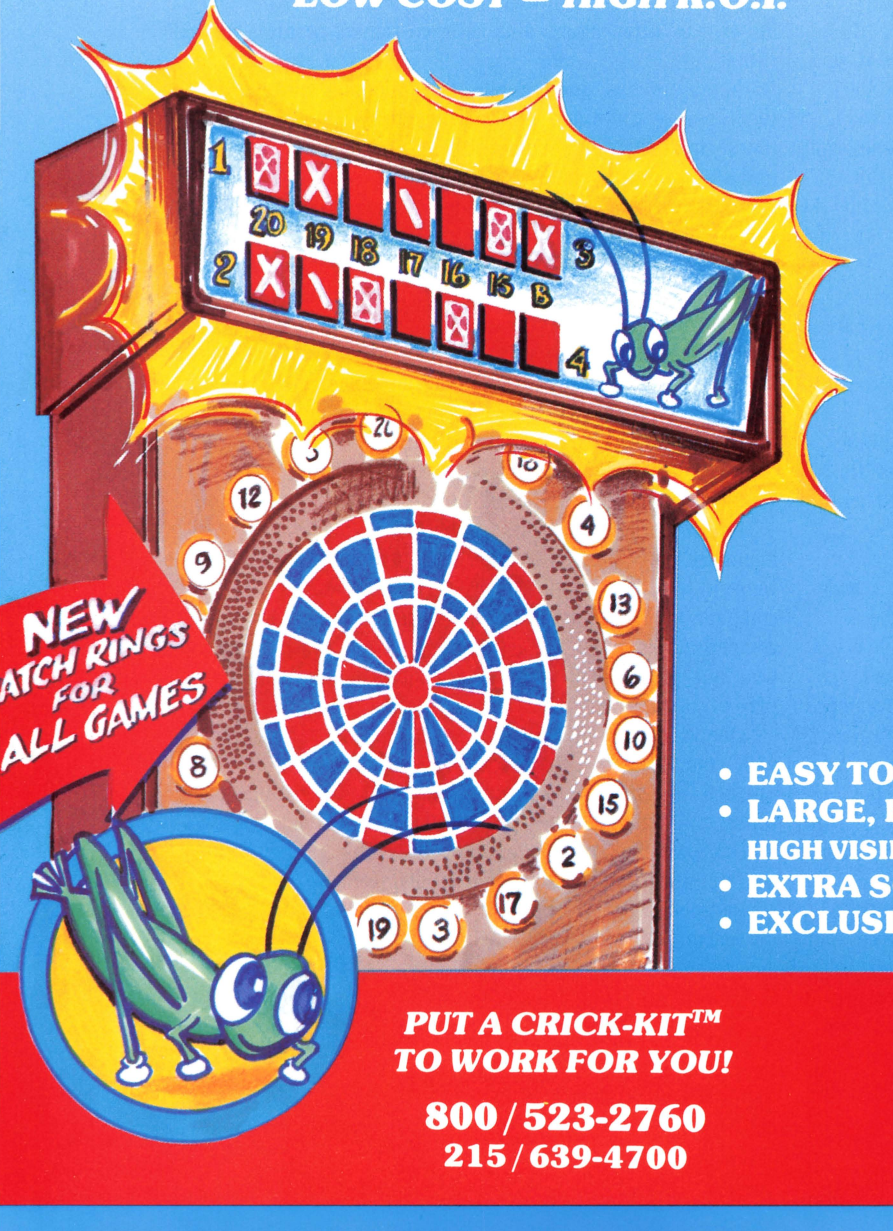
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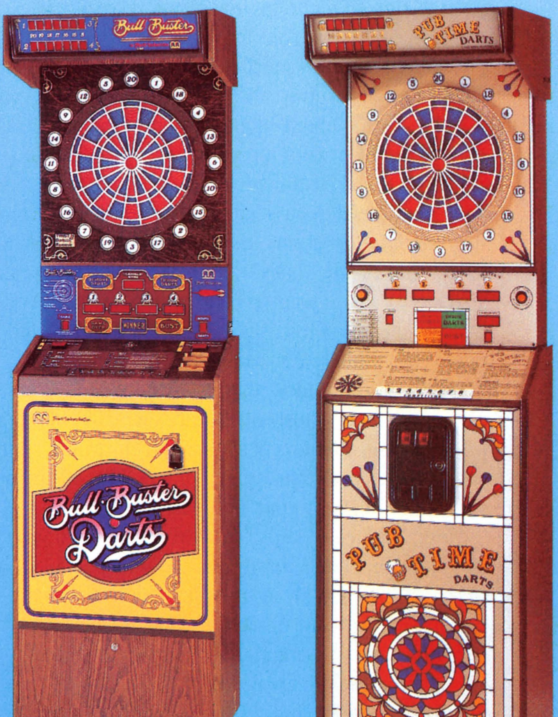
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FROM THE EDITOR

Competition keeps us alert

"My competitors do more for me than my friends do; my friends are too polite to point out my weaknesses, but my competitors go to great expense to advertise them.

"My competitors are efficient, diligent and attentive; they make me search for ways to improve my services.

"My competitors would take my business away from me, if they could; this keeps me alert to hold what I have.

"If I had no competitors, I would be incompetent, inattentive; I need the discipline they enforce upon me.

"I salute my competitors; they have been good to me. God bless them all."

Bob Harper of A & B Vending handed me his business card. When I turned it over, the above saying was prominently displayed. I read it over several times, realizing how true it really is.

How often do you think about your competitors? Probably about as much as you do your customers, though naturally not in the same way. It's not that you really *want* to think about them but it's inevitable. They're the ones that keep you on your toes because you know if you get lazy, your customers have an alternative; they're the ones that make you change your business strategies when they initiate programs that are more feasible than ones you have; they're the ones that make you better since your goal is to keep your customers happy and you can only do that by being better than the competition; and they are the ones you are always compared to.

Isn't it a paradox that the people you curse and complain about most often, are actually the ones that are pushing you to new heights. Isn't it ironic that these competitors you think you'd be better off without, are the very ones making your business grow!

Dale Carnegie said "that while the law of competition may be sometimes hard for the individual, it is best for the race because it insures the survival of the fittest..and we accept the law of competition as being not only beneficial, but essential for future progress."

Competition is great for the consumer; it offers a wide array of services and products, each one trying to be a little better or offer a little more. When a pizza delivery company opened in my neighborhood, the pizza wasn't really that good, but it was a trade-off for the convenience of home delivery. Then, wouldn't you know, another pizza delivery company popped up, and you guessed it, had very good pizza PLUS delivery. It did cost a little more, but good pizza and delivery, too. What more could you ask for. We found out a short time later: another company offered excellent pizza, home delivery, and a lower price.

No, it didn't end there. The original guy with so-so pizza, upgraded it to beyond superb, lowered the price, but ended the home delivery. Oh, well, it is only a short drive to pick up a really good pizza. Competition really battled it out there but each of them got better and found its own niche in that market.

You may be saying to yourself that you would welcome the chance to see your competitors fade into oblivion or would revel at the "going out of business" sign on their front doors. And, though I would agree that it's natural for you to feel that way, look at it like this: if you had no competition, you would have no reason to seek better ways of doing business; you would become complacent in your attitude; your service would decline because there would be no one to offer more; and your customers would eventually suffer.

Operators saw quite a bit of competition descend on them during the video boom, competition that was many times rightfully called unfair. These people, who knew nothing about this industry, who didn't care to find out about it, were invading territories making so-called better deals and offering locations more than their regular operator was offering. But that competition turned out to be nothing more than opportunists. I wouldn't doubt that some of them made locations even more aware of how really good their operator had been. Often, operators recounted stories of locations calling for games that had been kicked out. "What about that new guy who is giving you 70 or 80 percent?" they asked of the location. "70 or 80 percent of games that don't work is not better than 50 percent of well-maintained games." Case closed on that competition.

But real competition is another story. While one manufacturer wants to be the first with new technology, he rejoices with his competitor who shows it can work. The competition fires you up to do better, to work harder. Real competition is like opposing football teams. Each wants to win, but players will stop after a play to help opposing players off the ground.

Operators who belong to their state associations, meet with competitors to discuss mutual problems, for the benefit of their industry. At the recent ACME show, manufacturers could be found eating lunch together, or attending each other's parties, even though they are competitors.

One manufacturer summed up his feelings on his competition, "I hope I never count my competition among my enemies."

Valerie Cognevich

Valerie Cognevich
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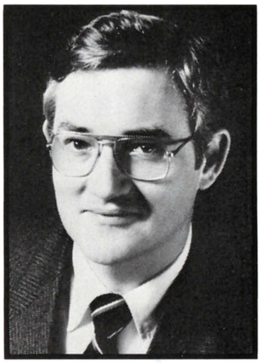
Taito: the pride and the product

"We're back. We're back with the best product in the marketplace."

That's Rick Rochetti speaking. He's the sales manager at Taito America, and he exemplifies the kind of pride and drive that defines Taito America in 1987.

Taito America has been doing business for about 14 years now. It was March 1973 when the company opened its doors, and soon after, it began licensing video games like *TV Basketball* and *Speed Race.*

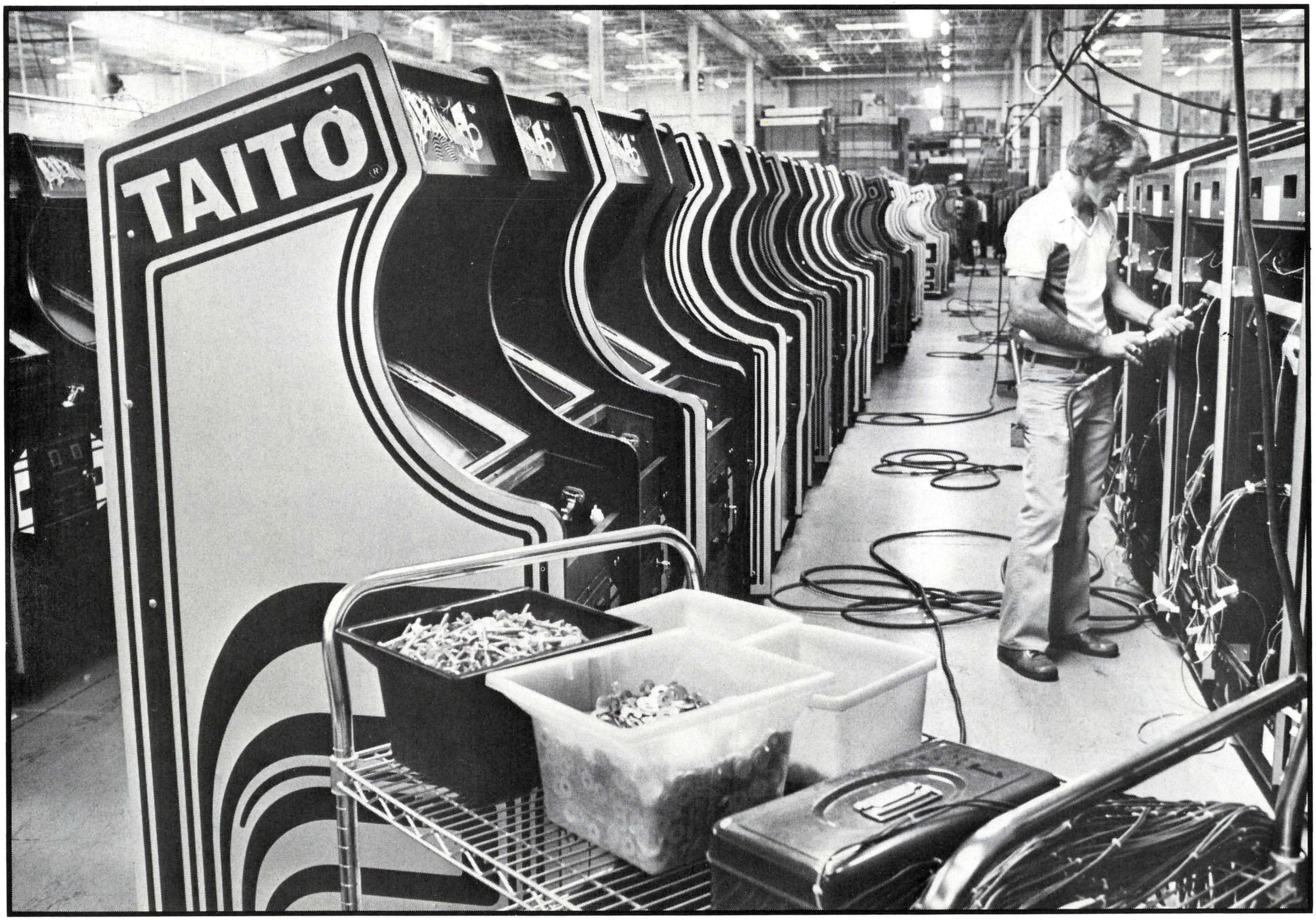
In 1978, its Japanese parent company, Taito Corporation, created *Space Invaders,* the long-running game that's probably been played by as many people as any other game in the history of coin-op amusements. The game inspired books, songs, and fan clubs. It was so popular that a Japanese investigation into a national shortage of 100-yen coins is said to have concluded that the coins were being used to play *Space Invaders.*



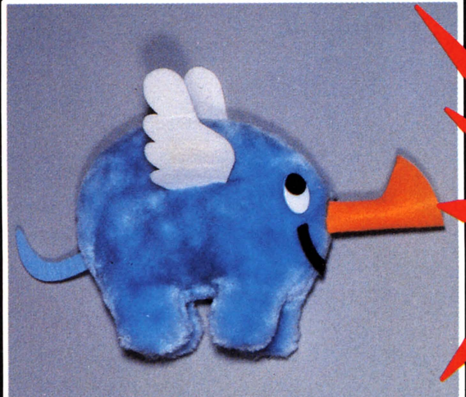
Paul Moriarity

Taito America began manufacturing in 1979 and completed its first made-in-America video game, *Qix,* in 1981. When the industry began tightening its belt a few years later, however, Taito America did, too. It licensed games rather than build them--Memetron's *Mat Mania,* for example, and Romstar's *Arkanoid.*

It's 1987, though, and Taito America wants everyone to know that it's back. And with games like *Darius* and *Rastan,* it intends to reestablish its reputation as one of the finest game-makers in the U.S.A.



Taito's first made-in-America video game.



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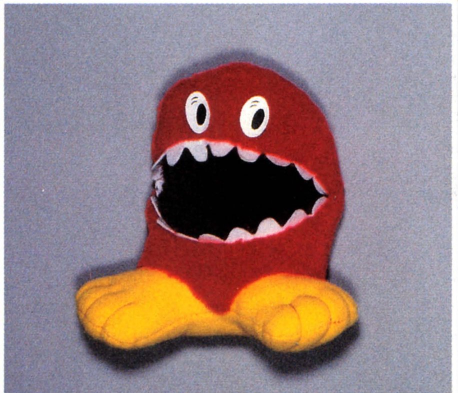

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TEN YEARS AGO

Play Meter's April 1977 issue was devoted to arcades. J.W. Sedlak, who was also the coinman of the month, wrote an article titled "Arcades Plus" which answered some questions plaguing arcade operators. In two scenerios, Sedlak talks about an arcade operator who suddenly realizes that a new arcade has opened down the street and is attracting his customers; and another arcade operator who is faced with signing a long term lease and isn't sure a fickle public will support an arcade for that long. Sedlak then offers that smart operators are operating arcades-plus. The plus is a compatible business such as food service, ice cream parlor, miniature golf, computerizd golf, skateboard course (hey, skateboarding is popular again!), or carnival booths along with his game room.

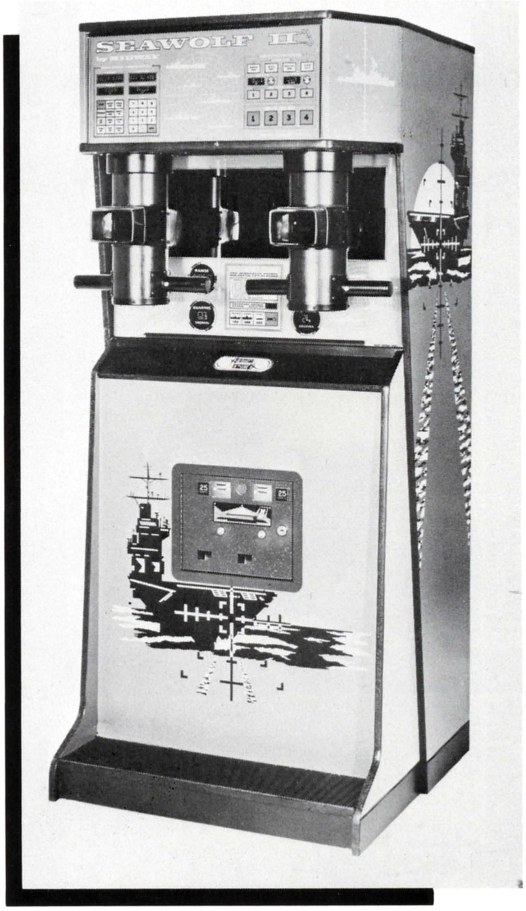
In his interview Sedlak notes that arcades must be where the kids are and not next to an adult book store, massage parlor, or bar. He also said that one of the basic machines you need is an air hockey table (it's also getting popular again!)

Play Meter asked a panel of experts to name the top ten arcade pieces of all time. The experts were Louis Boasberg of New Orleans Novelty, Jon Brady of Brady Distributing, Ralph Lally of Play Meter, Roger Sharpe, pinball expert, and John Trucano of J-Mak Distributors. The games they chose included Rock-Ola's *World Series of* 1937, Chicago Coin's *Wheels II*, Chicago Coin's *Speedway*, Allied Leisure's *Super Shifter*, Atari's *Tank*, and Sega's *Periscope*, Gremlin's *Blockade and Trapshoot*, Midway's *Sea Wolf*, *Heliocopter*, *Gunfight* and *Sea Raider*.

Atari was one of the first non-music manufacturers to hold annual distributor meetings. Phonograph manufacturers regularly invited distributors for several days of cocktails, dinners, recreation, and, of course, business meetings. Atari's meeting 10 years ago began at Nolan Bushnell's mansion and ended at Pebble Beach. Atari unveiled its new *Triple Hunt*. Just a sample of those attending include Jerry Gordon, Ira Bettelman, Will Laurie, Press Struve, Joe Robbins, Al Rodstein, and Dan Perrotta.

Ten years ago Atari introduced its first pinball machine, *The Atarians*. It measured six inches wider than most other flipper games. One distributor said of the piece, "Call it a pinball, an arcade piece, or a hybrid; regardless, its earnings rank it as one of the top five games available today."

Other new product introductions 10 years ago included Williams' *Liberty Bell*, Rock-Ola's *Model 469* phonograph, Rowe's *Camelot*, Playmatic's *Speakeasy*, Bally's *Night* Rider, Gremlin's *CoMotion*, and Midway's *Boot Hill*.



Midway's *Seawolf II*

Williams' *Liberty Bell*

Atari's *The Atarians*

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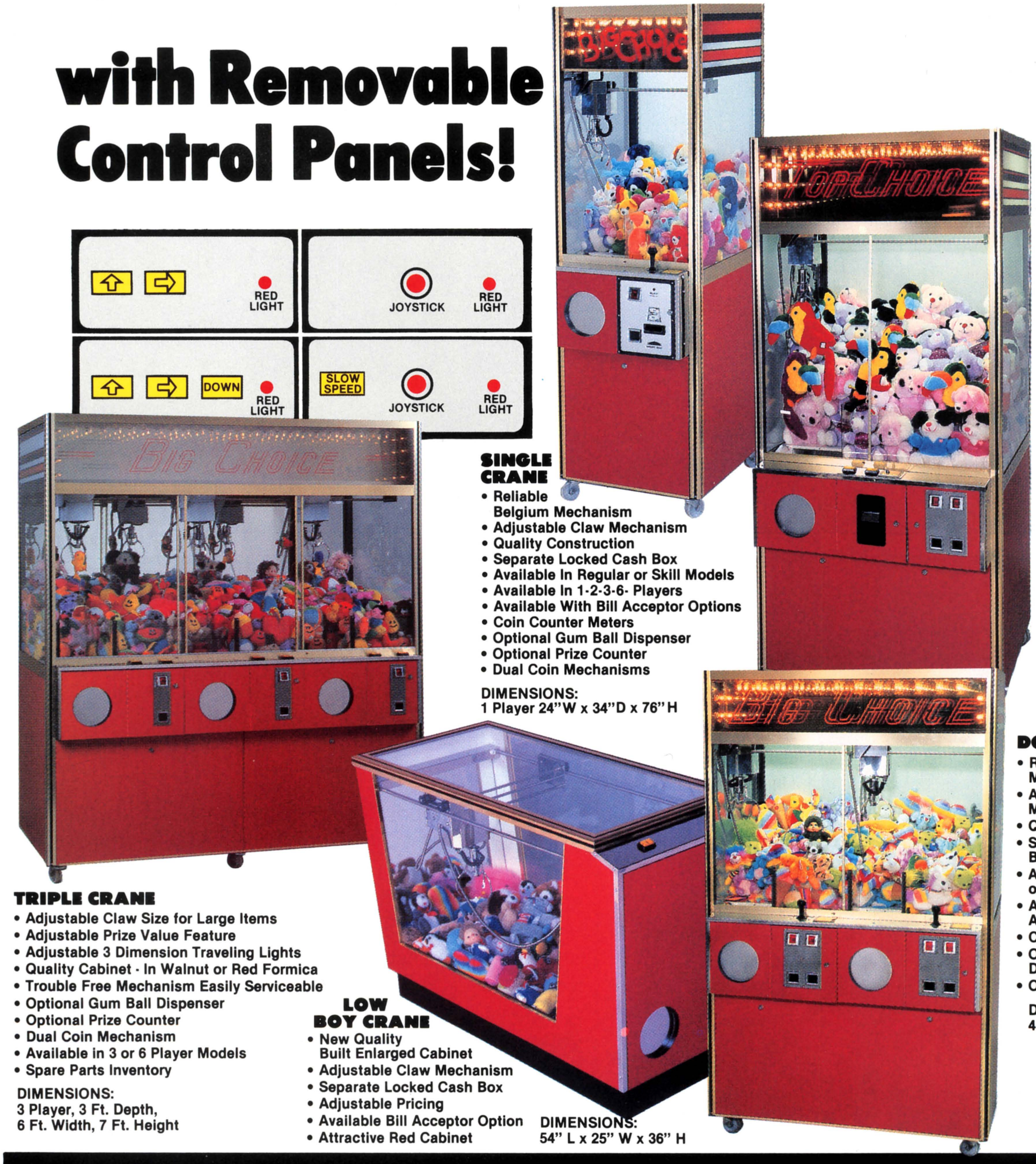

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- Quality Construction
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- Availability in Regular or Skill Models
- Available With Bill Acceptor Options
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On February 25, Fromm set every one of his 55 machines on free play, and, charging an admission of $5 a head ($2.50 for students), he brought in more than 200 people.

The entertainment for the night included guest celebrities like Canadian comedians Larry Horowitz and Howard Busgang and recording star Larry Bowen. The snack bar was busy. By the end of the night, Fromm had raised more than $1,000, with pledges still coming in after the party.

Our hats are off to Fromm and all the others who took part in the effort. They have hearts of gold.

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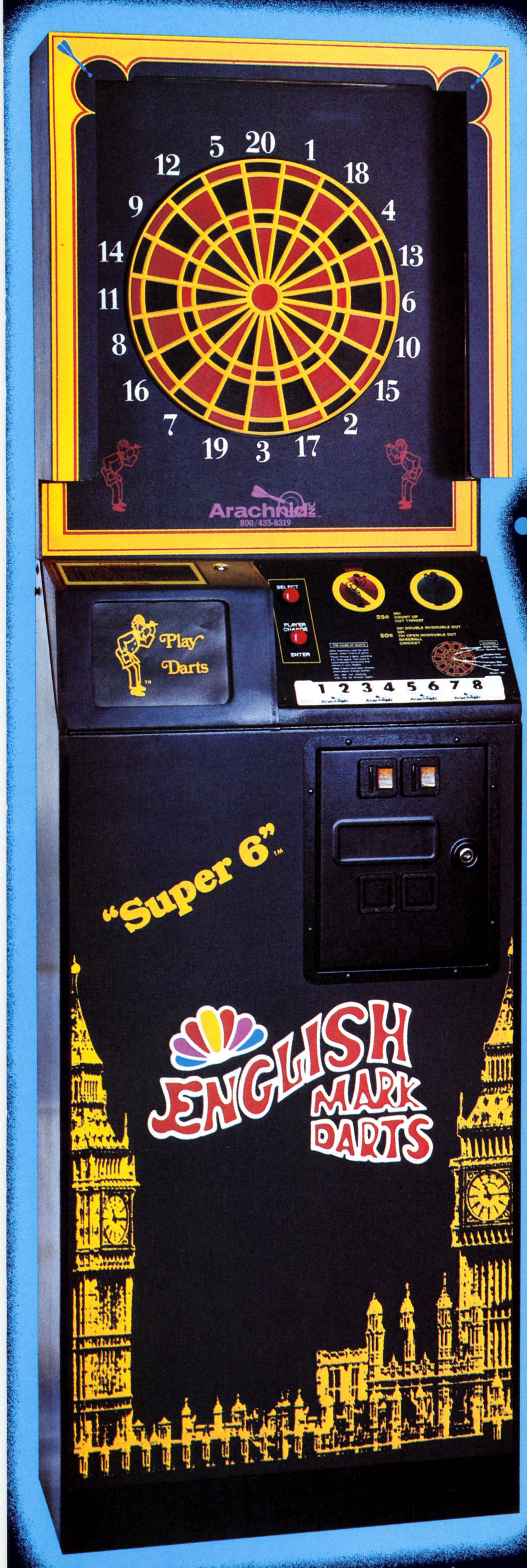
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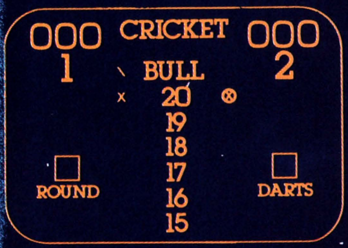
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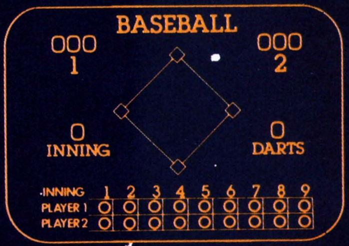
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PINBALL:
The early days of the coin-op industry

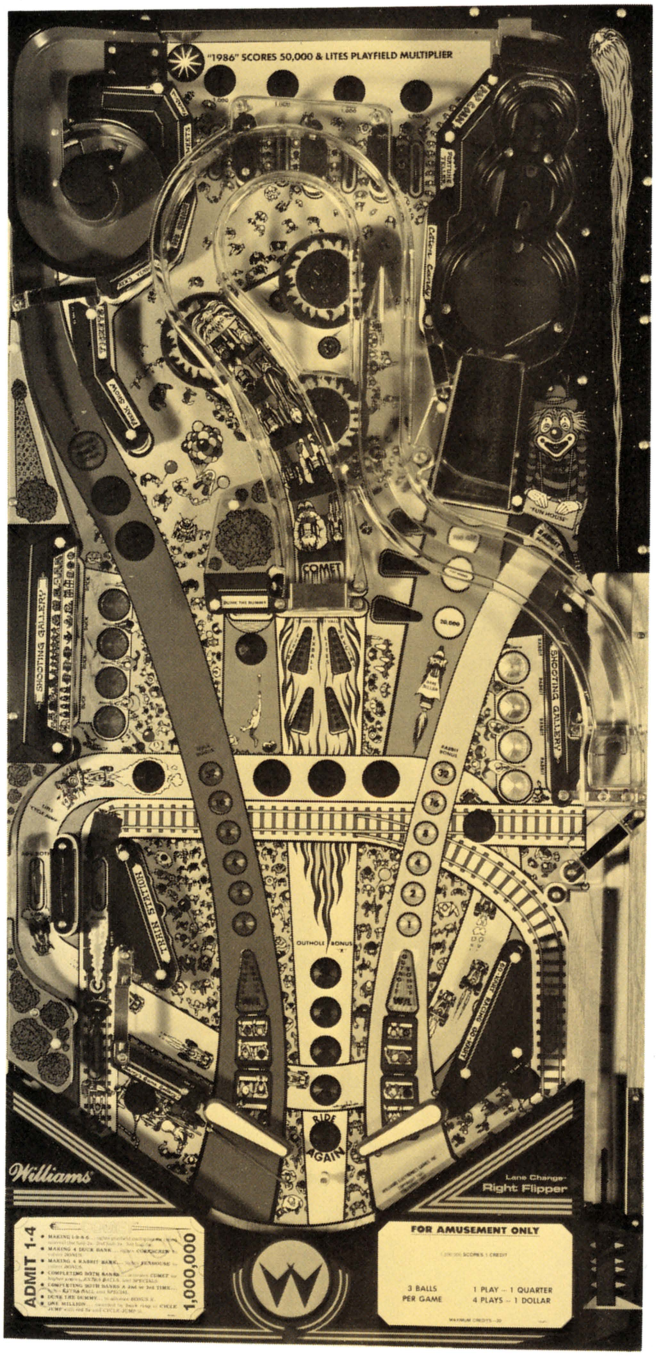
BY VALERIE COGNEVICH

How strange it would feel today to play one of modern pinball's predecessors. Imagine shooting a ball with a cue stick trying to hit various numbered holes. Or propelling the ball with a plunger and feeling helpless as you watch it maneuver around the playfield with no way to change the outcome. Or even playing one of the first upright pinballs. Pinball evolved from a game called *Bagatelle* in which the player used a stick (similar to a pool cue) to shoot balls into various numbered holes on a table. It was crude, to say the least, but from that simple concept of somehow propelling a ball around some sort of a field for some kind of reward (prizes or scores), came the beloved pinball game.

Even as simple as the first games were, it was an interesting form of entertainment. Abraham Lincoln was shown playing *Bagatelle* in an 1860s political cartoon and Charles Dickens even mentions *Bagatelle* in one of his stories. In the early 1870s, Montague Redgrave patented a game called *Improvements in Bagatelles*. This game could be placed on a table and featured a wooden spring-powered plunger to propel the balls onto the playfield, a big improvement over manipulating a stick to give the ball motion. This game has often been referred to as the Father of Pinball. However, there are others who claim that another table-top game called *Log Cabin* patented by the Caille Brothers Company at the turn of the century was the first true pin game, mainly because it had a hole at the very top of the playfield for more challenging competition.

But alas, no matter which is rightfully the first true pin game, neither was really that successful. Neither of these games resembled very closely the pins we know today. There was very little incentive or interest in mass producing them at the time.

Then in the 1920s, there was a revived interest in pinball. It gave the country cheap entertainment during the Great Depression when over three million people were out of work. The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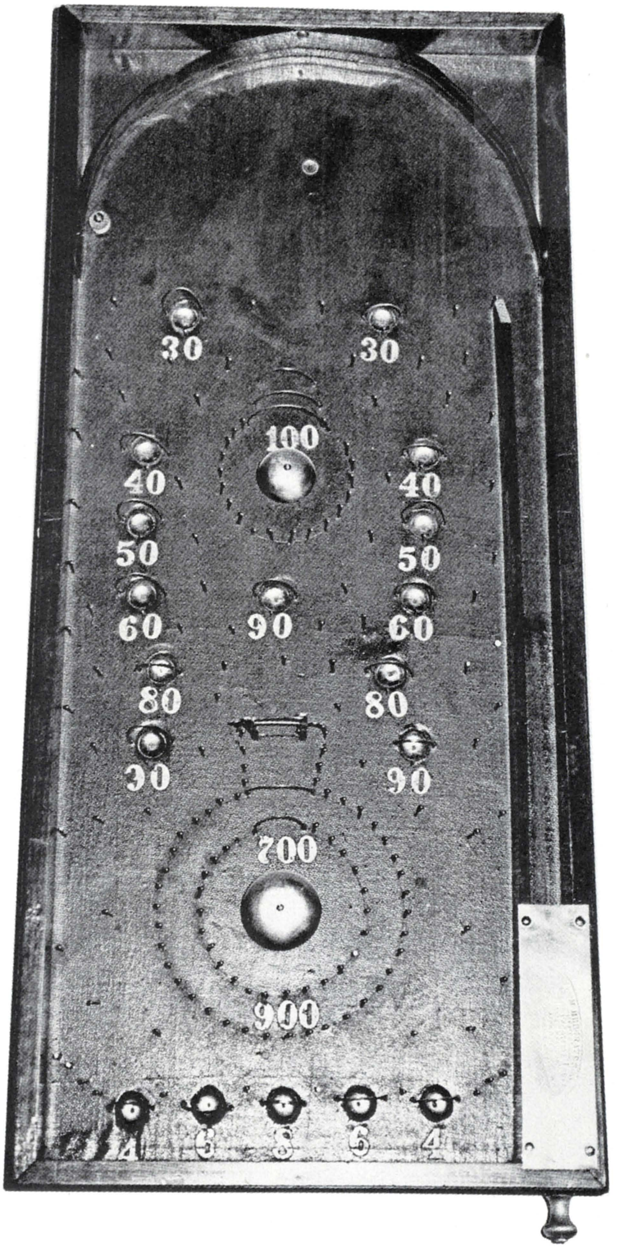
unemployment figure rose to 16 million in the early 30s and remained high throughout the Depression. But, ironically, as the Depression escalated, so did interest in pinball. The millions of unemployed people could afford few luxuries but seemed to have a penny or nickel for a few moments of inexpensive entertainment on a pinball machine.

In 1935, Will Rogers called pinball machines "those games where you put in a nickel, pull a lever and play marbles with yourself."

But during the Depression, not only did people discover the joy in playing pinball, others saw a future in designing, operating, or manufacturing the games. Those who owned pinballs started placing them anywhere the unemployed congregated. The light-weight table model games were placed in locations such as barber shops, restaurants, bus and train stations, and gas stations. Most location owners were anxious to have these games because the money they got in the traditional operator/location split was sometimes the only steady income they could depend on. So great was pinball's impact on the economy that it was estimated that over 100,000 people were employed in some way by the pinball industry in the 30s.

Collections were reported up to $120 per week. That kind of money in those days was fantastic, considering that a pinball game cost under $20! In fact, it's even more incredible when you consider that pinballs in Play Meter's 1986 State of the Industry issue were reported to be averaging about $50 per week while a new game costs near $2,000.



It's hard to believe that this simple, plain game led to the modern pinball. What a striking difference between William's brilliant "Comet" shown on opposite page.

Many of the popular pinball games prior to and during the war years were upright games. A ball was plunged upward into numbered holes. One popular one was *Little Whirl-wind*, made in 1930 by Howard Peo. The compact styling and exciting action made it attractive not only to players, but to copiers as well. So popular was Peo's game that less than a year after receiving his patent, he was squeezed out of business by other companies capitalizing on the game's popularity with their own similar versions.

Pinball's early history is a blur of look-alike games. Copying games was so commonplace that many even had the same name and exact same features. Games like *Whoppee, Dutch Pool, Little Manhattan, Karom Golf, Kew-Pin-Ball,* and *Bingo* became part of pinball's early history. Chicago became the hub of the pinball industry where all of the major pinball manufacturers were located then and are still located today.

The Genco Company was founded by three Gensburg brothers and prided itself on copying popular games only adding their own improvements. Another Gensburg brother, Sam, went off on his own and started Chicago Coin, which forty years later was bought by another pinball pioneer, Sam

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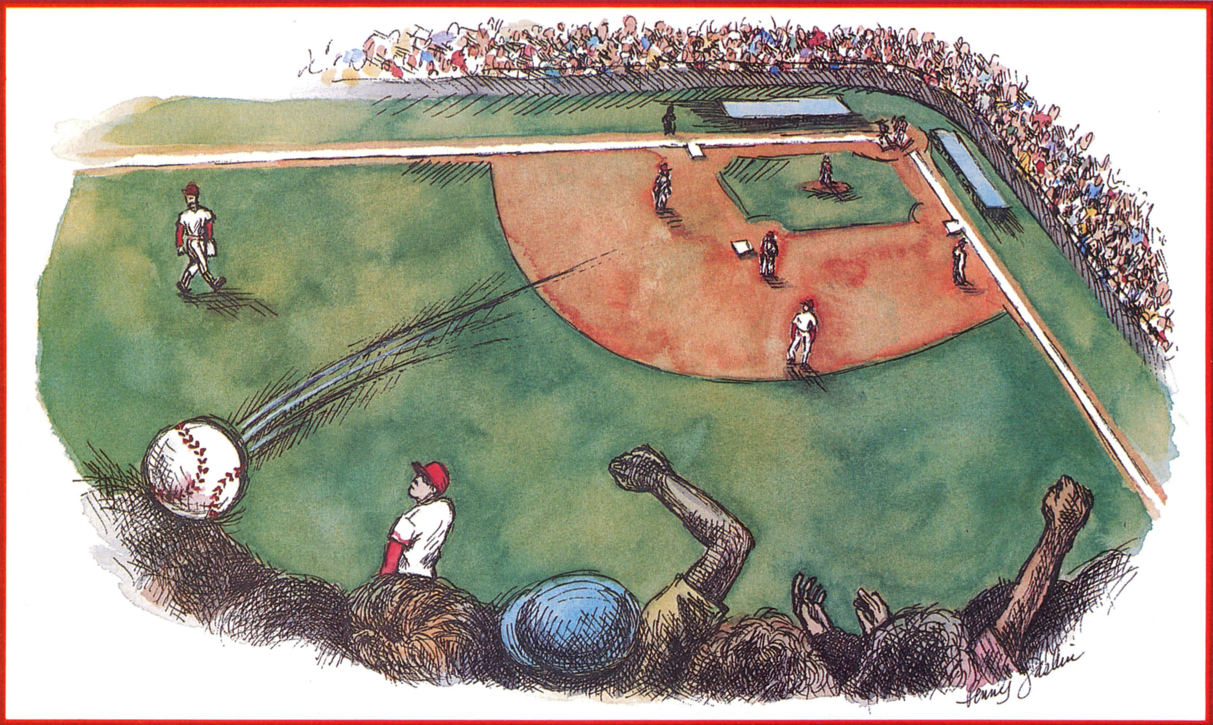

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Stern, who changed the name to Stern Electronics. Stern went bankrupt in the late 1970s after Sam Stern's death. Sam's son, Gary Stern, is now heading up a new division of Data East called Data East Pinball.

D. Gottlieb & Company was started in 1930 by David Gottlieb and some of its early products were *Little Jack*, *Tip-L-Jax*, *Chuck-O-Luck* and *Bingo*. In 1931 Gottlieb introduced *Baffle Ball*, the first pinball mass produced and mass marketed. *Baffle Ball* spread across the country and cost the player one-cent for seven balls. One of Gottlieb's distributors was Harry Williams and another business associate was a mail order businessman named Ray Moloney--both became his strongest competitors.

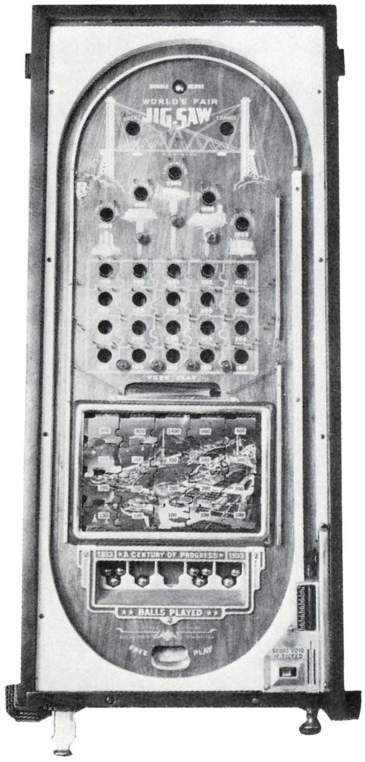
D. Gottlieb & Company was a family run and owned business, and one of the strongest pinball manufacturers. In the mid-70s it was sold to Columbia Pictures, a subsidiary of Coca-Cola. Soon after the purchase, the name was changed to Mylstar, Columbia said, to more aptly describe its goals. Those goals were never reached and in the early 80s, Mylstar was closed. A group of investors purchased the pinball assets, formed Premier Technology under the leadership of Gil Pollack (a key figure at Mylstar) and has remained a top pinball manufacturer since the Gottlieb name appears on Premier's games.

Ray Moloney founded Lion Manufacturing Company in 1922 and specialized in coin-operated novelty devices, distributing games like Gottlieb's *Baffle Ball*. However, in 1931, fed up with not being able to get enough games to satisfy his customers, Moloney decided to manufacturer his own. His first game, *Ballyhoo*, under the company's new name, Bally, addressed the problem of sagging interest in the mechanically simple, plain machines by focusing on more dynamic, appealing artwork. *Ballyhoo* was accompanied by an elaborate advertising campaign. The vivid colors of the machine's playfield were attractive and the appeal of the game evident when Bally sold over 50,000 machines in less than a year.

Colorful playfields became popular as companies realized that it was their one major attraction over another company's game since most of them looked basically alike. Backglasses had not yet become a significant part of the games.

The 1933 Chicago World's Fair had a tremendous impact on the progress of pinball games. Its theme foretold of "A Century of Progress" and pinball was one thing that certainly is still living up to that theme. People loved the Fair and coin machine operators flocked to the city and placed large orders for pinballs. Manufacturers discovered that they saved a tremendous amount of their marketing budget by having the buyers come to them, and thus began the tradition of visiting Chicago to see what's new.

Many games of that day



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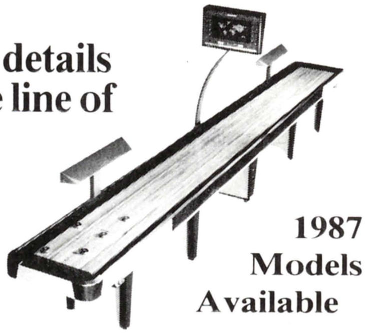

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had names and artwork reflecting the World's Fair art deco theme and its unprecedented popularity. Rock-Ola's *World's Fair Jig Saw* also added a new feature to the countertop format--four wooden legs. The playfield was ablaze in colorful scenes of the World's Fair exhibits.

Art deco designs dominated pinball machines because that is what people seemed to love about the Fair. Pinball designers figured, and probably rightly so, that if people loved the Fair's wildly colorful, modern atmosphere, they should love the same concept on a pinball machine. In fact, it's not unlike the concept employed by many of the manufacturers today--take a popular trend or idea and incorporate it into a pinball theme. Some modern examples are Dolly Parton, Rolling Stones, Kiss, and Elton John. Or popular trends or entertainment like Space Invaders, Playboy, James Bond, Rocky, Incredible Hulk, and Charlie's Angels.

So while manufacturers were beginning to extract game themes from what the public found appealing or popular trends of the day, other major changes in pinball took place during the 30s. Scoring was being totally revamped. The machine did the scoring instead of depending on the player to add it up at the end of play. Manufacturers were beginning to make larger games with legs attached to the cabinet. Electricity was added (by battery and then a wall plug in 1935). Harry Williams brought electricity to his second game called *Contact*, while working for Pacific Amusements Company. A ball falling into a certain hole caused a bell to ring and that was the first sound effect on a pinball machine. That first sound may seem pretty insignificant compared to the opulent sounds on machines today, but at that time it was dramatic.

Nothing changed pinball quite as much as electricity. Manufacturers added more and more features using this new innovation. One of the first features putting electricity to use in pinball was in a pay-out mechanism on a game called *Rocket*.

Another major change again came from Harry Williams when he observed players physically manipulating machines to enhance their scores. He devised a mechanism that locked the machine when it was abused. Originally called the stool pigeon, for obvious reasons, a player groaned within William's earshot, "Oh, I tilted it!" and the device became, and still is called, the tilt mechanism. Williams' pendulum tilt is the same basic system still in use today.

And, of course we can't forget another major invention, flippers. It was in 1947 that flippers were invented by Harry Mabs. Flippers were said to have been the greatest invention in the history of pinball because they made pinballs truly games of skill, not pure chance. Gottlieb's *Humpty Dumpty* was the first to tout the new mechanism (it featured six of them!) and, as was usual then and is still usual in this industry, other companies followed right behind; Williams with *Sunny*, Bally with *Melody*, United with *Wisconsin*, and Chicago Coin with *Bermuda*. It was interesting that the first flippers faced the outer edge of the game instead of towards each other.

Bumpers were another major change brought about when flippers increased the desire for more and more action. Invented by a Bally employee, Nick Nelson, and first used on a game appropriately called *Bumper*, it allowed the ball to be bounced around in unpredictable patterns. It wasn't always what the player wanted, but that only added to the excitement. And with the introduction of electricity and automatic scoring, backglasses were enlarged or added and were becoming a functional feature on the machines for keeping scores within view in addition to attracting players by colorful designs.

Harry Williams had been probably the most prominent man in advancing the progress of pinball, but it wasn't until the late 1940s that he parted company with his partner Lynn Durant and formed Williams, which is still a major pinball manufacturer today.Durant and Williams had been working for Exhibit Company, but when Exhibit switched to war work, Durant and Williams formed United Company to remake pre-war pins. At the time it was the only way to keep pinballs in front of the public. Williams explained in a 1975 Play Meter interview, "There was a prohibition against building new pin games; so I came up with the idea that operators had to stay in business and I rebuilt all the old games that were on the market."

But when the war ended, the need for these remade conversions ended too. Durant kept United and it became a major company on its own, and Williams started Williams. In fact, Williams said that his first game, *Suspense* was the first pinball built and sold after the war. Some other early Williams games were *Speedway* and *Rainbow*. And, in 1954, Williams built a game called *Nine Sisters*, probably the only game ever built with one flipper.

Though the war brought a temporary halt to the progress of pinball, after the War progress resumed full speed ahead. The economy had never been better and pinballs were more in demand than ever. The space age had begun and kids were absorbed by the new technology shown in the fascinating new pinball games. Lights flashed, sounds radiated from the machines, bells rung--they loved them. The space age was reflected in pin themes such as *Satellite*, *4 Star*, and *Starfire*, again applying the theory that a popular trend would make a good pin.

By this time, the basic look of pinball was what it is today. However, it seemed that each backglass was more brilliant than the

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one before, sounds were more effective, and the machine appealed to all the senses more than ever before. Up to the present, pinball manufacturers continue to add new and exciting features to pinball machines. In the 70s solid state replaced electromechanical, and with the advent of video games, even more spectacular changes appeared on pinball machines. Manufacturers made them bigger (*Hercules*), added multi-level playfields, add-a-ball features (more than one ball on the playfield), and ramps and tubes. Manufacturers even tried to appeal to video and pin players in one game with combination vidpins (*Granny & the Gators*).

Harry Williams had always been greatly concerned about the legal aspects of pinball and saw as a major setback to pinball progress a too-close association with gambling. As early as the 40s he saw the gambling resemblance as a big negative for the pinball industry. Williams said he asked himself "how the hell he could make something that won't be redeemed and will only be an extension of play" and assigned 16-year old Bill Belluh to work on the problem. Belluh

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promptly invented the automatic replay mechanism alleviating the practice of bar owners giving out prizes and money. The early one-ball machines paid out according to what hole the ball entered; if it fell in a pocket marked 200, the player got $2.00. "I could see the beginning of the end," Williams said. "I fought against these one-ball tables because the gangsters would get into it and eventually the towns would lose, which a lot of them did anyway," Williams added.

And it seems Williams was right and maybe a little too late because along with the success came the legal problems. Many games were deemed strictly gambling machines and were either outlawed or closely monitored in states and cities. Although features for free play introduced by Williams had replaced the actual pay out of prizes, money, tokens, or whatever, many still associated the games with gambling. In a parallel to what happened at the peak of video game popularity, parents claimed the machines caused kids to spend lunch money on games and bled millions of dollars from innocent youth. Confusion reigned as people failed to grasp the difference in *flipper* games and the older pure chance games. Many erroneously called them slot machines. Chicago outlawed the machines in 1936, Los Angeles in 1939 and New York in 1942. So strong were the public's feelings against pinballs that in some areas ALL coin-operated machines were banned, including vending machines dispensing soft drinks and food.

It would be years and many legal miles before pinball would take its place among the respectable forms of entertainment. It wasn't until 1976 that pinballs were once again deemed legal in New York City and a year later in Chicago.

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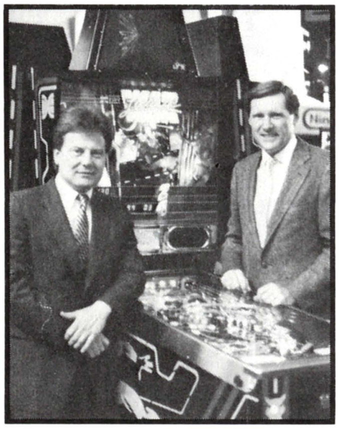
COINMAN INTERVIEW

BOB LLOYD AND STEVE WALTON

"We don't want to convey in this interview that we think we have arrived. We are at the front door..."

BY VALERIE COGNEVICH


Bob Lloyd and Steve Walton

Since Data East last November made the announcement that it was forming a pinball division, the industry has been waiting to see just what Data East would show at ACME. They got to see Data East's first pinball effort, Laser War, *and were maybe a little surprised. The reaction to it was better than Data East president Bob Lloyd and marketing director Steve Walton had even hoped for. However, it didn't seem to go to their heads. They are cautiously modest about what they have actually accomplished. Though the reaction to the game indicated that they should rush back home and get the game out while the getting's good, the reality of what they are going to do is very different. They are now perfecting the game and have vowed it will not leave the factory until it's right. I got a chance to sit down and talk with Bob and Steve and I'm glad to share these two men's thoughts with you. They share an enthusiasm, yet are aware of what still needs to be done. Their work is just beginning, they say. They haven't been deceived by initial reaction and customer support, but are prepared to put out a quality product. Bob has for the past five years been president of Data East USA, formed eight years ago by Tetseu Fukuea initially to buy raw materials for shipping back to Japan to be used in the assembly of PC boards. Fukuea saw a need for an interchangeable game system and developed the first and one of the best interchangeable systems that were available.*

Bob and Steve both joined Data East when it was selling its Deco cassette system. Of course, that was way before anyone else was selling systems and when you may have wondered why anyone would want to.

In the five years Bob and Steve have worked together, Data East has come a long way from its Deco system. Together they have helped Data East build a solid reputation of reliability and money making games.

When Data East introduced the Deco system, how was it accepted?

BOB: It was introduced at the height of the boom when distributors were selling every piece of wood they could sell. They looked at it and said, "When I'm selling $2500 machines, why should I sell one $2500 machine and then just sell software?" They didn't want to kill the goose that was laying the golden eggs. The operators were doing very well so the Deco cassette system was not received that well. Also the software didn't really get good until close to the end. *BurgerTime* was actually a Deco cassette game. It was also sold on PC board by Bally. We started seeing the limitations. Anytime you have a system, you have limitations because there is no system that can do everything. We felt that we were putting limits on the designers. When we made the decision to take the limits off them, you saw a whole new caliber of game from Data East beginning with *Karate Champ.* And that is how we got started on the road we are on today.

But you still supported the Deco system for a long time.

Bob Lloyd, president of Data East USA.

BOB: There were thousands out in the Japanese domestic market because the system was very well received over there. But they were in a different period of their business. The Nintendo System is really the Deco system of the United States. In other words, it came out at the right time in the history of the game industry and operators said, "That's what I need." On the other hand, in the Japanese market their bust came before our bust so that market was prime for the Deco system when this market was still heading up. When the bust came over here, Nintendo's filled the same need the Deco system had filled in Japan when their bust came.

Data East is involved in the consumer market. How does the consumer market now stand with the coin-op industry?

BOB: Interestingly, Data East has been in the consumer business for over a year. We, unlike most other manufacturers, will not put a game into the consumer market until it has been introduced and sold in the coin-op market for a minimum of nine months although we like to wait twelve months. You see simultaneous releases from others but we don't believe in that. We feel there should be a reasonable period for coin-op people to have the game exclusively. It's similar to the movie business. A movie will first run in the finest theaters, then maybe in the second tier theaters, and then the consumer market. The fact that many coin-op people don't know we are in the consumer business is because there hasn't been any problems for them. So hopefully, our philosophy works. I hope operators see that it would be better for us financially to introduce home and consumer games simultaneously, but we are taking our stand so we don't hurt them. We also hope operators will support our products a little more over someone who doesn't take that position.

A good example of Data East's support for the operator is when *Bega's Battle* didn't do as well as you had hoped.

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But seriously, Data East assessed the situation and instead of leaving everyone hanging, introduced the *Cobra Command*

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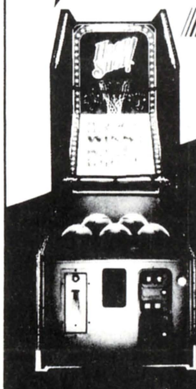

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BOB: Again, the interesting thing is that we didn't just rescue *Bega's Battle*, we offered a kit to convert any laser game. In fact, the pricing was break even. If there is a hallmark we try to live by as a company, it is that we try to make long term decisions in this business because we want to be in the coin machine business a long time. Sometimes, like our consumer decision, it may hurt us cash flow-wise, but will help in the long run. We may invest money that won't come back short term but will come back in the long term.

Obviously getting into pinball development and manufacturing must be a major move for Data East. What lead up to the decision?

BOB: Candidly, Steve and I have been trying to find a way to get into the pinball business for two years. We looked at various ways so it's not that last November, when we set up the subsidiary company, was the first time we thought about it. One of our strengths is our distribution. Just like with *Bega's Battle* when we came in and corrected a problem, we try to treat our distributors as partners in business, not as adversaries. When we have our distributor meetings we set aside at least two or three hours for give and take. We step off the podium where we made our presentation about our product and let our distributors ask questions. I use the microphone, not just to speak into, but as a gavel and have a little give and take about different parts of the business--things we see, things they see, things they think we're doing wrong, and we try to explain why we are doing certain things. We wanted to have products that we could sell through our current distribution and the pinball machine is a natural. Of course, it is a very different business than the video game business but pins are sold through the same distribution network. We didn't get into the pinball business because it is growing at 50 percent a year, although we think it is growing in a healthy way. We think more people are starting to operate pinball machines. We also feel there are advantages and disadvantages when you haven't been in a business. You can stand back from the business, look at it and say, "This is what we would like to do in the business." We would like to package our games and have graphics that have been successful. So when you look at *Laser* War you may see graphics similar to others, certainly not the themes and not the look, but the way it is packaged in a very upbeat kind of way. We looked at all three manufacturers and felt an open field was the way to go so that's what you will see. We felt the strength of the flipper and the ball coming off in a very authoritative strong way was important so we did that, too. As far as an operating system, we had to make sure it was very good.

But what are some things that can make Data East better and different?

BOB: The one major thing we have done is a totally separate sound board. Many others have the sound electronics on the main CPU board. It cost us a tremendous amount of money to have that but one of the first things people say to us down on the show floor is about the audio of the game--how great it is. And candidly, it is now only 50 percent as good as it's going to be. In our rush to get to the show, we couldn't finish the audio completely. We got into the business for two reasons: one, it is a good business and we think we have a realistic approach to what the business is. And secondly, we got into it because of our long term look and the fact that we want to be in the business a long, long time. The most important thing about the pin, and this was sort of the first step, is to have people say, "Yes, they know what is happening in the pinball business." Now our next step is to get product that works. We will not ship anything until it works. We are absolutely committed to that. It's a heck of a lot easier to slap together video games, not that I'm saying it's a snap, but it is easier than putting together a pinball machine. And that is one of the reasons we are in Chicago. Chicago is historically the hub of pinball manufacturing. Data East Pinball is a 100 percent owned subsidiary of Data East USA. I'm the president, Gary Stern is vice president and general manager reporting directly to me, and we have assembled a group of pinball veterans back in Chicago that understand the pinball business. The subsidiary is only an R & D and manufacturing company. They then sort of "sell" the product to Data East USA. Data East USA will market and distribute the product throughout the world. I'm very pleased to have Gary because he grew up in the business. But to bring this

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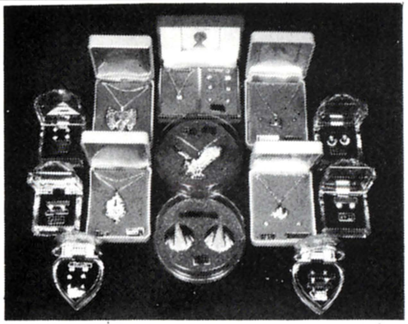

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product to the marketplace, I have great respect for Gary as a manager. I am very confident about taking it to the next step. I've never seen anyone so excited to be back in the business. He said at our distributor meeting, "Thanks to Data East I am back in my family trade." Stern Electronics had some of the finest designed and earning pinball machines that the industry has ever seen even during the video boom. Gary has proven, and people should not forget it quickly, that some of the finest pinballs came from Stern and from his father (Sam) when he was at Williams.

Who are some of the pinball veterans you referred to?

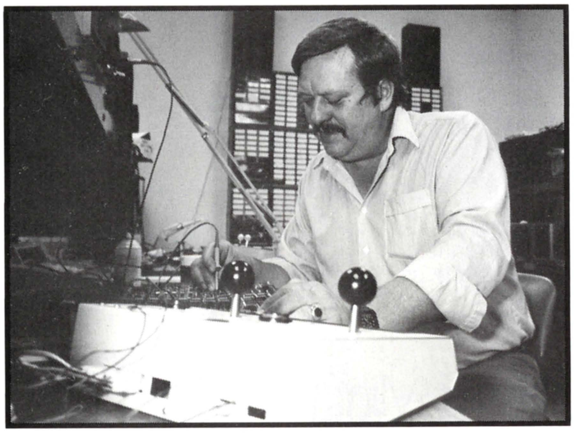
BOB: Joe Kaminkow has led the design team; he has a lot of experience and has worked with Williams, Game Plan, and Premier. Claude Fernandez has also had a lot to do with this product; he's had experience with Bally in the pinball business. And interesting to us, he had experience with Atari when Atari tried to get into the pinball business in California. We thought it was important to have someone who had tried to get into the business before. John Clark is a technician who has had experience with several pinball companies. I also have a lot of respect for Don Thorne, our production manager. There's also others who helped us to get this machine to the show. We will only hire people in Chicago who have pinball experience.

I just have to ask this; is Joe Dillon going to come to work at Data East?

BOB: Steve and I have tremendous respect for Joe. Not just as someone who has made a great contribution to the industry but as someone who has a lot of integrity. I'm sorry to see Joe leave Williams because he's been there for a long time. However, as

Henry Torres in charge of receiving (left), John Noland production supervisor (right).

Susan Jarocki with Henry Torres.



Phil Stewart, service technician.

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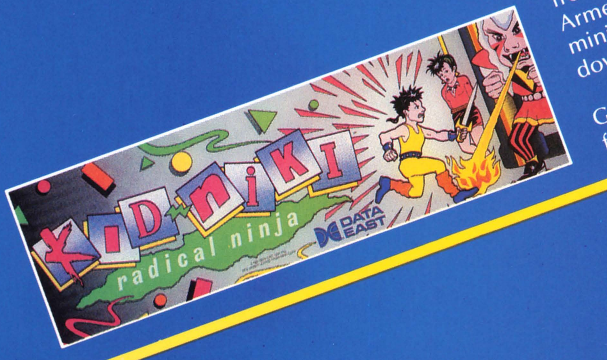

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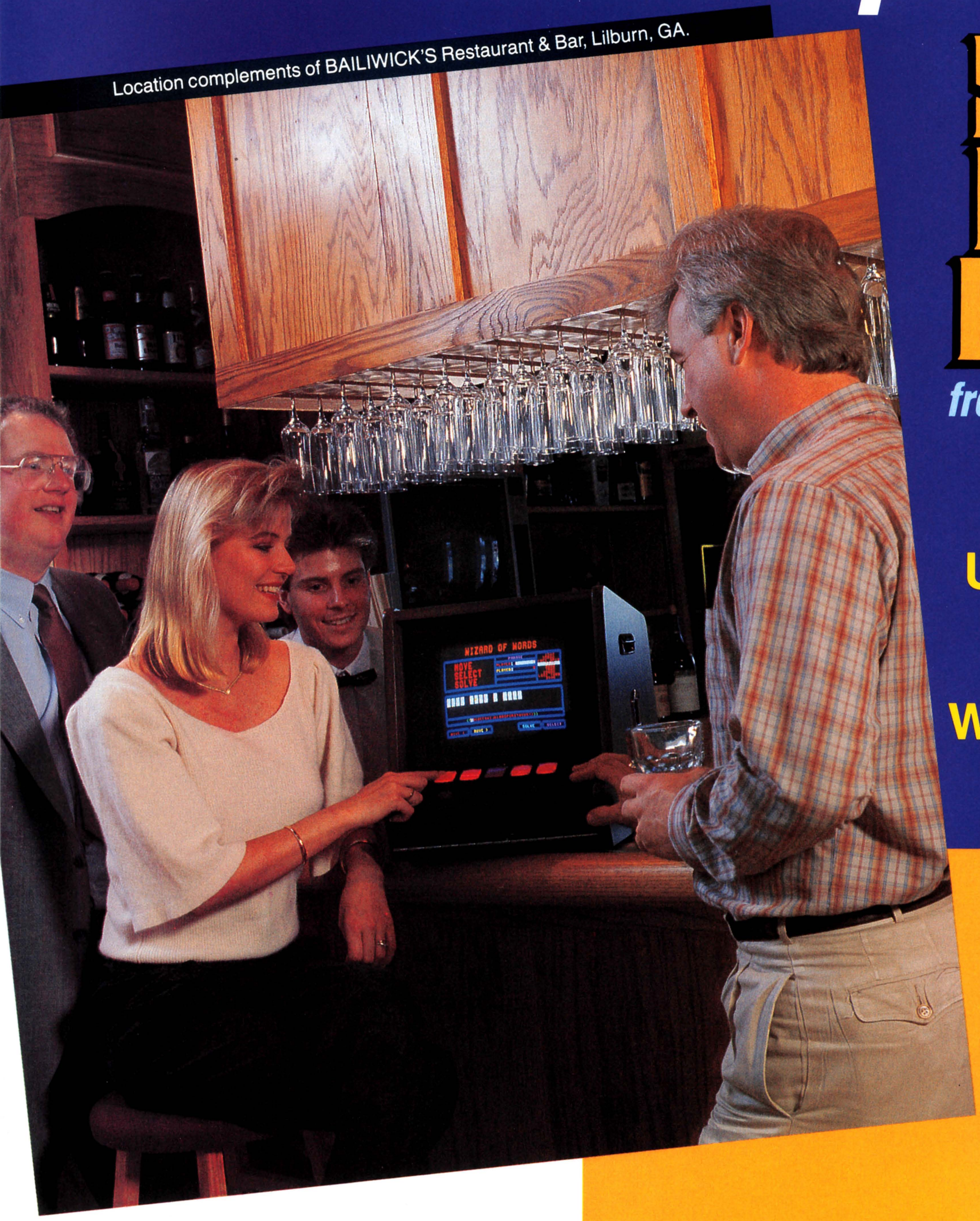
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Data East USA staff meeting includes, left to right: John Barone, Susan Jarocki, Bob Lloyd and Steve Walton.

far as joining Data East, I can't say today that he is joining Data East. Joe's leaving Williams had absolutely nothing to do with Data East.

I have heard that in attempting to put out a pinball machine, you actually need three solid pieces. The first to say we're here; the second to say we're still here; and the third to start selling some serious pinballs. Had you counted on that kind of investment?

STEVE: I don't think anyone has gotten into the pinball business successfully for a long time. However, there has almost always been four pinball manufacturers. There is also no company that we consider a high technology company to get in. We have committed millions of dollars to the pinball business so we know we can design a great pinball machine. Our manufacturing capacity will have to grow along with the business. The second pinball which is already in process, we think is equal to or better than *Laser War.* It does go through a proving time. But we have proven ourselves in the video game business to be a major player. When we started working at Data East, we didn't have a lot to sell and we did most of what we did with licensing. People told us we couldn't break into this business. Three or four years of hard work has made us a major player. We feel that *Laser War* has made more of a mark than most pinball introductions. BOB: I would agree and disagree with your comment. I agree to the point that we don't think the reaction to *Laser War* here means that we are a significant factor or even a factor in the business. We become a factor when we put out this product that is designed and has the excitement that it has and it works, holds up, and endures. We become a significant factor when we do it time after time after time. But we are prepared to do it. It's not like we're on the side of the river with our toe in the pinball water. I don't want to say we are in over our heads but we have jumped in the river. It's not let's see how it goes--we are totally committed to pinball. Where I would disagree with the comment is there is almost no way we could have had the reaction at this show that we have had and the excitement, even the Europeans are wanting our line, unless they know that we are serious about it. I probably agree more than I

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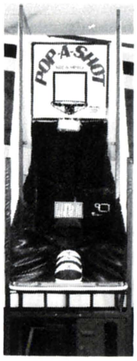

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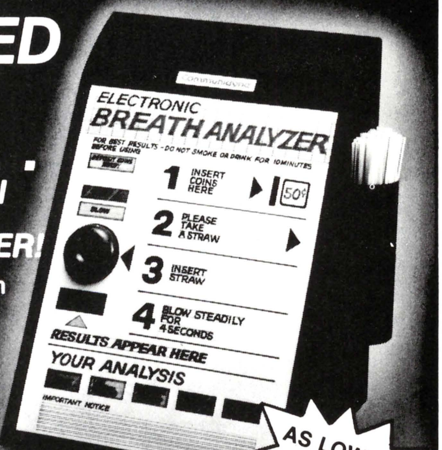

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disagree but the statement Data East has made at this show is pretty significant.

Why do you think you can do a better job than some of the others who couldn't make a go of it?

STEVE: Most of the customers we do business with know we manufacture quality products and I think came in looking at it from the standpoint of the reputation we have established with our other products. It may be an advantage compared to the others who have only stuck their toes in the water, as Bob said. Our future is pinball and video. Data East is one of the best run companies in the coin-op business. We have credibility because we do business the way vending manufacturers do business, putting a product in the market, keeping its integrity, cutting the runs off, not beating them to death and reducing the prices, and having a philosophy of doing business. And we know the business and have a good relationship with distributors which is a real key here because this is a service oriented business. We are also a technological company. Pinball is not a technological forefront business, video games are. Pinball is more of a playfield/action business. Most of the pinballs are still working on hardware that was designed in the past. There are technological things in the future that can drive the pinball game to a higher level. The other companies, I'm sure, will be a part of that too as they continue to push the level of the market higher and the earning power of the game higher. That's what competition does, and I think we can do it because of how we run our business. Whether we make 500 or 5,000 *Laser Wars*, they will be supported with service and parts from distribution before the first one ever hits the street. BOB: Another thing too, don't think that any of the other companies that tried to get into pinball ever made the kind of presentation at a show that we have made here. It is just a presentation. I'm not saying that because *Laser War* was received well that we are in the pinball business. We are not in the business until we have put out the product and it works. But nobody has made a presentation like ours and because of graphics, playfield, a system that has some unique things in it, the audio, it's not a me-too product. It stands on its own. If we did this with our first presentation and our first production and our second presentation and then our second production, we think we can do it. I think down on the show floor now is proof positive that we made the first step. STEVE: I think the design of the pinball and the reaction, or as Bob calls it the presentation, is the first step of five. Now the other steps take place that are very important. The manufacturing, quality control, and proving to operators that it has the same quality standards as other Data East products in the marketplace. Regardless of the volume level of *Laser War*, we expect our volume levels to grow as our capacity does and the operator's faith in our product does. If we sit here and talk in four or five years, we'll still be in the pinball business.

Pinball has gone through changes just as video did. There were multi-ball, multi-level, tubes, ramps, etc. How do you really decide what to do without getting into the hit syndrome?

BOB: You really are talking to the wrong people on that. We could tell you on video games but we're new to pinball. Gary, Joe, and the rest are the experts at it. What Steve and I try to add is feedback from the operators and distributors of what has been successful in the marketplace. What is really encouraging to me, and Gary mentioned it also, is that we have left the pinball experts alone to be pinball experts but we have added some things to assist them. So from early on it has been a nice mix. For us to say what should be on a pinball would be presumptuous on our part. I always joke that it has taken me five years to get the buzz words for the video game business, now I've got thumper bumper, drop targets, white wood--I've got a whole new group of buzz words to know. But they are the experts and we supply the feedback from the marketplace. But Steve and I are both two strong willed to look at it and say, "Gee that's nice." I played some pinballs and wrote a letter to Gary saying, "This is from a novice who is now in the business" telling him what I liked and what I didn't like. STEVE: Realistically there is really no way to know exactly what features it takes for a hit. If anyone knew that they would all be hit games. But we spend a lot of time in locations talking to players to try and get the best input possible. Then we sit down with the designers and try to come up with a combination of nice features. Our designers did a great job. I'm an old pinball player and Bob is becoming a pinball player. There are different kinds of players from the hackers to skill players. We tried to make a pinball to appeal to all players. I'm very pleased with the first product. I never thought it would be this good. Not saying anything against those guys but I tried not to have too high expectations. One thing Gary mentioned that I hadn't thought of was that many people play pinball by feel. And we tried to come up with the feel that you get when you flip the ball, the feel you get when you shake the cabinet. It's different from video where you basically come up with theme first and other things after that. In pinball it's almost the exact opposite; you lay out the playfield, set up the good shots, get some ideas, and the theme is in the latter stage of design.

Henry Torres in the receiving department.

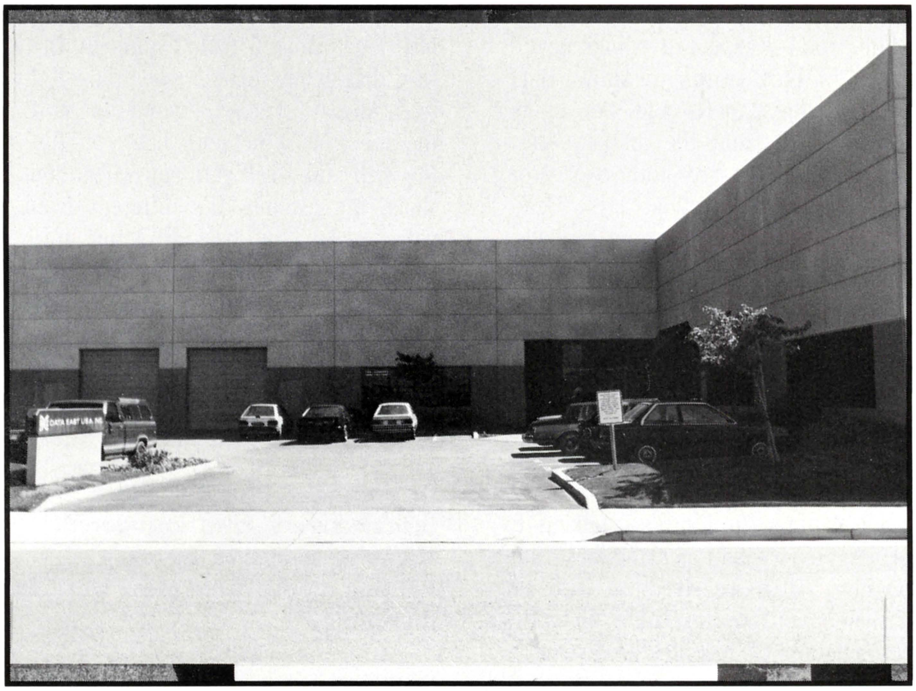
In reviewing what the other manufacturers have introduced, Williams seems to be on a winning streak with pins. How do they do it?

BOB: They have great pinball designers. Pinball is game designers. Obviously, the game must work. But

Williams has a tradition in pinball which helps. As to the other companies, we have no prejudice. We have no prejudice that a backglass should be done a certain way, or that a playfield should be a certain way, that the ball should come off the flipper a certain way, or the operating system should do this or that. STEVE: We have no preconceived ideas about how it should be done. Sometimes it is an advantage to come in fresh. But again, I want to emphasize that we have only taken the first step. In no way in this conversation do I want to intimate that we have arrived in the pinball business. We made a great first showing but we have a long way to go. We in no way believe we are anywhere but fourth place.

Where do you expect to be at the next ACME show?

BOB: For that show, we will have other products out in addition to this one. We are not looking to have a game out every couple months, or a game out every X months. When the game is good and earns well, we will put the game out. But we think we'll run it like Data East Video. To think that anyone could come in the pinball business and say that the goal is to knockoff Williams would be presumptuous and naive and just plain stupid. They have tremendous staff, tradition, distribution, everything. I hate to say it but our goal is not to be number one, our goal is to put good product in the marketplace and have a company that helps the operator and distributor make money so we can make money. So a year from now we want to have products out that have made money, not only for us, but for the operator and distributor. And we want to be in a position to continue to grow. STEVE: Due to our entry, we hope the pinball market is larger by the next show. Not that we are taking business from the others, but we hope we can drive the market to a higher level. Just like the video game market floundered, there are now some good games that have helped drive the market back up to a healthy state. If we make X amount of units, we hope by next year it is X amount of units larger. We want to drive pinball ahead.



Data East USA's San Jose facility.

What is the biggest difference between putting out a video and putting out a pin?

BOB: With video you are talking about assembly versus production with pinball. So from that standpoint you're talking about apples and oranges, something that is a very different thing. STEVE: It's about six times as labor intensive putting out a pinball with more meticulous labor because of the small parts on pinball. BOB: You are also talking about more ingredients that play a major role in the success of a product. Sure, graphics on a video game help to make it a better product. Audio helps to make it a better product. But when you look at pinball you're looking at a lot of different factors, graphics are important, theme is tremendously important, playfield and how it's laid out is critical, flippers and how the ball comes off of them is of major importance. You can literally go on and on listing things that are important. Everyone assumes that a video game will work. Not everyone assumes a pinball machine will work. STEVE: That is an interesting comment because I was just thinking about that. When we introduce new videos, such as our first driving game built in the U.S.,*Speed Buggy*, people wanted to know how it earned, no one ever asked how it worked. We manufacture video games and they work much more easily than pinball machines. But our anticipation of the acceptance level was much lower than what we got from our customers. I think people are making substantial commitments to the product line that exceed our expectations. But, pinball is viewed very differently by the operators and by the distributors. But it should be because it is more of a service oriented item and we realize that service is a priority in building the product.

What kind of testing will you do before shipping?

STEVE: We will do all the appropriate things before shipping. We will hold service schools to bring operators and distributors up to speed on parts and serviceability of the product. And until all those steps are taken, the first game won't be shipped. Our distributors have to make more of a commitment than just buying some *Laser War* pinballs. There are the parts commitment, service commitment, and a commitment to the whole product line. As far as playability and durability you see a lot of that here. These are prototypes so some spots may be band-aided together. This is possibly the best durability test they may get. Gary and I were looking at one of the games on the floor and it had 1,300 plays on it after four hours on the floor which is equivalent to $350 in a location. BOB: We still have some extensive testing to do in the marketplace and that is why we are not beginning production until May. We don't want to rush back and, because of the favorable reaction at the show, start banging these things out. We want to take the time and make sure its as well received for how it works as it is for how it looks and sounds.

Do you feel people are taking reliability into account more than they would if this was not your first?

STEVE: It has been the only question anyone has raised. The overlying comment is, although I have been pleased with operator response, will it work? We tell them,"Yes, it will work before it goes out" and that will determine what quantity we produce. BOB: There is no way to answer that question except to have the product in the marketplace working. We can sit here and say everything we are going to say, but until it gets out there and works, we don't really know. What we do say is that we have historically run our business without making short term decisions. We don't just want to sell a few extra *Laser War*s by putting it out before it's ready. Our response to "does it work?" is that no one thought we would be able to bring to the show this kind of product with this kind of quality but we did. Now what we have to say is that if you don't think we can produce a product that works, just put it out and try it. We think we have proven we could do something they said we couldn't so now we have to prove the next step. STEVE: I talked earlier about the five steps we need to take. We have only taken the first one--showing what kind of product our designers are capable of designing. Now we must go back and do all the pre-shipping things from a service and support standpoint. The third step is to get the manufacturing set up; fourth is to manufacturer the product and test it until it is quality proven; and the last step, and hopefully it will be within our timetable measured by how good the product is, is to ship. All those other four must take place before the fifth.

The reception area and lobby at Data East USA.

It is extremely important to have distributor support. What kind of reaction have you gotten from them?

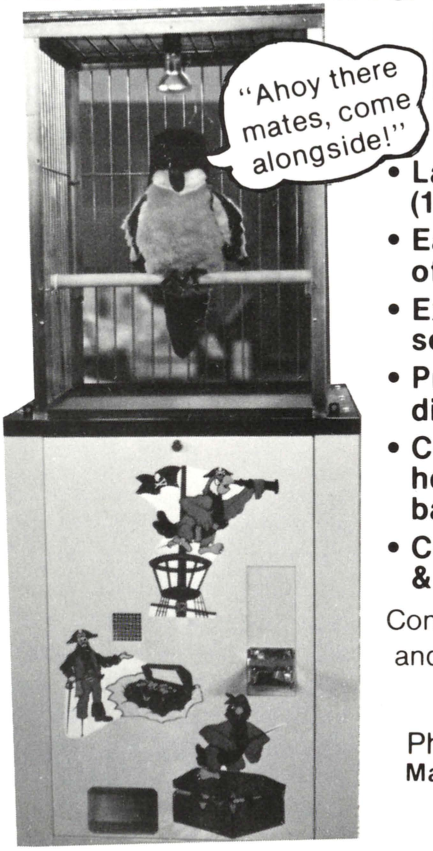
STEVE: It's been excellent. I would say overwhelming but that may be overdoing it. I've been doing business with them four or five years and I'm happy with the response. They ask the same question as the operators, "Is it going to work?" We have a good relationship with our distributors, and share our success with them. We have a mutual trust that helps them have a little more faith in us.

As far as sales and marketing, do you have anything different planned to promote pinball as opposed to video?

BOB: We do have some very good ideas but we would prefer to let them unfold. When they are well-thought out the whole plan can be presented. We think we have some unique things to do and how to do them but they are only in the outline stage. STEVE: Marketing our pinballs will be one of our top priorities over the next few months. We have the steps we want to take and we will refine them and announce them as we go along. If you noticed, we didn't come into this show hyping the pinball, we kept it low key. We knew it was good and wanted it to speak for itself. For us to have said anything before this would have been rhetoric.

Do you have any further comments?

BOB: We couldn't be more excited about the reaction to the product but we don't want to come off as saying we've arrived in the business. All we have done, and I would like to put it in caps and underline it, is show that we can design a game, create excitement, and that we sort of know what the market should be. Now, as Steve said, it is only the first step. Gary said last night that it is just the beginning of the hard work although the work to get us here was unbelievable. But it is just the beginning. We don't want to convey in this interview that we think we have arrived. We are at the front door and we have shown we can get to the front door, but it is now up to us to take the next steps to prove ourselves. We don't want to come off as two guys who think they've wowed the show. We are two guys, and of course Gary, who are excited about what our pin has done. STEVE: Forming this pinball company does not in any way mean we are less enthused or committed to video games. Our commitment to the industry has just doubled. Our philosophy in this business is to crawl before we walk and walk before we run.



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..........In a devastating decision by the High Court of Appeal in the United Kingdom, over 100,000 video games are at risk. Two out of three law lords decided that a coin-operated video game is a "movie theatre for the purposes of the Cinemas Act." This decision will give immense power to local councils over video game locations. Councils, under the Cinematograph Act of 1909, can issue or refuse to issue a license to operate a theatre among other things. When an amendment to the 1909 Act was enacted in 1982, it was supposed to protect the public from pornographic video films. It was a boom time for renting video films for personal video cassette recorders which was at the back of Parliament's mind when it passed the amendment. However, the word "video" proved very ill-fated for the coin machine industry. We will have the full story of how this will affect games and details of how it came about in our next issue..

..........Since Play Meter has not published an Equipment Poll for some months now, we thought we would list some of the top earning games from a popular arcade location on the west coast. All of these games were earning over $100 (with the top one earning over $300): Pins--PinBot, Hardbody, and High Speed. Videos--Rolling Thunder, Out Run (c/p & ur), Lock-On, 720 Degrees, Hang-On (r/o), Danger Zone, Double Dribble, Bubble Bobble, Super Sprint, Spy Hunter II, Championship Sprint, and M.A.C.H. III (c/p). Play Meter is in the process of revamping its equipment poll and will begin with a new formet and a much more accurate listing of the top games in the next several issues...................................

..........Atari Games Corporation and Sega Enterprises Ltd. of Japan have announced a licensing agreement for Sega's new, 4-player basketball game, Dunk Shot. Atari will, on an exclusive basis, manufacture and market this new game in the United States and Europe. Presidents of both companies, Hayao Nakayama of Sega and Hide Nakajima of Atari, agree that this agreement could be the start of a new trend where industry leaders share and license technology and game ideas..............................

NEWS

Tradewest buys Cinematronics

In one of the most surprising acquisitions in the history of the coin-op industry, Tradewest announced its purchase of the assets of Cinematronics. Tradewest, barely two years old, was started by distributor/operator Byron Cook of MasterVend and John Rowe, a former marketing specialist. The company had a tremendous hit with *Ikari Warriors* and similar success with its latest game, *Victory Road.*

Leland Cook (left) shakes hands with Jim Pierce.

Cinematronics, started 12 years ago by Jim Pierce, has seen its share of highs and lows. It filed Chapter 11 of the bankruptcy code in the early 80s and was unable to get out of it despite coming to the marketplace with what many considered to be the only successful laser disc game, *Dragon's Lair* in the summer of 1983. Though other companies had tantilized the industry with the new laser technology, Cinematronics was the first one out.

In an interview with chairman of the board Leland Cook (Byron's father) and Cinematronics' Pierce, both agreed it would be a mutually beneficial relationship. "I am thrilled to be associated with the Cooks and Tradewest," a smiling Pierce told Play Meter. "We have the marketing expertise that is needed right now," said Cook remarking on Cinematronics' exceptional equipment such as *Danger Zone, World Series,* and sequels shown at ACME.

Both names will be used and Cinematronics will be a subsidiary of Tradewest. The management team at Cinematronics will remain intact with the addition of Rowe, president of Tradewest, assuming the position of executive vice president of Cinematronics.

Sugerman & Fishkin plead guilty to infringement charges

Myron Sugerman and Alan Fishkin, who were previously indicted for violation of federal copyright and trademark laws in Washington D.C. in September 1986, pleaded guilty on March 24, 1987 to federal copyright infringement charges. Sugerman also pleaded guilty to one count of interstate transportation in aid of racketeering-gambling.

Robert Fay, director of industry affairs and enforcement for the American Amusement Machine Association (AAMA), stated that Sugerman and Fishkin both pleaded to count eight of the indictment which alleged that from the period from July 3, 1985 to about November 25, 1985 Sugerman and Fishkin, for the purpose of commercial advantage and private financial gain, infringed on the copyright of audio visual works of Konami, Tecmo, Data East and Sega. Fay advised that the games involved were Konami's *Super Basketball, Yie Ar Kung Fu, Track & Field* and *Shao'Lin's Road*, Tecmo's *Bomb Jack*, Data East's *Commando* and *Kung Fu Master,* and Sega's *Bank Panic.*

Sugerman also pleaded guilty to count five of the indictment which charged him with unlawfully using a common carrier in interstate commerce to promote illegal gambling activities from the state of New Jersey to the District of Columbia in violation of Title 18, U.S. Code, Section 1952.

Fay stated that Sugerman and Fishkin will be sentenced on May 4, 1987 in Washington D.C. and charges against a fourth defendant in this case, Walter Riggin, are still pending. Fay added that another defendant, Joseph Nesline, had pleaded guilty on January 23, 1987 and will be sentenced on May 27, 1987.

This case was investigated by the Federal Bureau of Investigation (FBI) office in Washington D.C. and was prosecuted by Assistant U.S. Attorney Roxanne Sokolov. Fay praised the efforts of both the FBI and U.S. Attorney's Office in this investigation and stated that counterfeiting of AAMA members' products will not be tolerated.

Fay also praised the cooperation that he received from AAMA members, who in May, 1986 examined illegal boards for the FBI and on several other occasions industry members sent technical employees to Washington D.C. to assist the FBI.

AAMA also provided other technical assistance to the U.S. Attorney's Office and the FBI which all greatly contributed to the guilty pleas of Sugerman and Fishkin.

Fay stated that the counterfeiting of American goods has become a priority for the FBI.

In addition, Ron Campbell, a former distributor of illegal printed circuit boards in Tennessee, pleaded guilty in Nashville on March 18, 1987 to copyright infringement charges.

Campbell formerly operated a company called Gargon Marketing International in Smyrna, Tennessee and pleaded guilty to selling illegal *Donkey Kong* games. He pleaded guilty to a one count criminal information and was sentenced to 13 months probation and a $5,000 fine for his activities.

Fay stated that AAMA worked with the Nashville office of the FBI to resolve this investigation.

Joe Dillon leaves Williams; new manager named

Joe Dillon

Joe Dillon, a familiar face at Williams for many years, has left the company. Dillon was vice president of marketing and assistant general manager of the games division. According to Williams, Dillon left to pursue other interests. Dillon also served on the board of directors of the manufacturers association, and was the chairman of the ACME show committee.

Marty Glazman will fill the vacant marketing slot, moving from the vice president of sales position he has held nearly a year.

Glazman previously worked at Williams during the video boom but left several years ago. During his absence he worked at Digital Controls as vice president of sales.

At the same time, the games division got a new general manager. Laurence Thrasher, former vice president of materials management at Signode Corporation of Glenview, Ill., replaces Richard Wilkus. Before Signode, Thrasher had spent 14 years at Chrysler in various managerial positions. Wilkus moved to the Williams Telephone Company, where he will serve as vice president and general manager.

Williams changes name

In other news from Williams Electronics, Inc. the company announced that its name has been changed to WMS Industries Inc. The company adopted the new name--which conforms to its trading symbol on the New York Stock Exchange, WMS--because of its diversification into fields outside the electronics industry. Subsidiaries of WMS Industries Inc. now own and operate hotels and casinos in Puerto Rico under the name of Williams Hospitality Management Corporation; produce amusement games under the name of Williams Electronic Games, Inc.; and produce the WILTELCO pay phone under the name of Williams Telephone Co., Inc.

A week and a half before Williams announced the name change, Williams Electronics acquired 5.01 percent of the shares outstanding on October 31, 1986, of Divi Hotels N.V., a corporation that owns and operates resort hotels in Aruba, Barbados, Bonaire, Cayman Brac, and St. Martin as well as casinos in Aruba and Bonaire.

Edward Zorinsky dies of heart attack

Senator Edward Zorinsky, the maverick senator from Nebraska, died of a heart attack last month after performing in an Omaha Press Club benefit. Zorinsky, 58, was stricken after singing and dancing in the club's annual fund-raising show, a musical revue that pokes fun at current events.

Zorinsky was considered a friend of the coin-op amusement industry, and during his ten-year Senate career, he sponsored legislation that was favorable to the business. "He understood the inner workings of the industry," said AMOA president Dick Hawkins, "and he always supported us."

Zorinsky's roots went back to his father's business in Omaha, H.Z. Vending & Sales. He worked with his father for some time, but politics eventually took him to Washington.

Zorinsky was a guest speaker at the first AMOA Government Affairs Conference last year and was scheduled to speak at this year's May conference. He was also a guest at last year's AMOA show in Chicago.

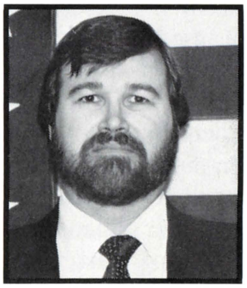
Zorinsky is survived by his wife and three children. The family has requested that all memorials be donated to a favorite charity. AMOA has donated $1,000 to the Wayne Hesch Scholarship Fund on Sen. Zorinsky's behalf.

Rudowicz at Wico

Mike Rudowicz has been named vice president of sales at Wico. As such, he will head the entire sales department, which includes domestic, foreign, and OEM sales.

Before coming to Wico, Rudowicz spent three years as vice president of sales and marketing at Bally, four years as southeastern general manager for Rowe International, and 12 years as East Coast regional sales manager for Motorola Communications and Electronics. Before that, Rudowicz held spots at Coca-Cola and Interstate United.

U.S. games promotes Jarrett, opens new division



Randal Jarrett

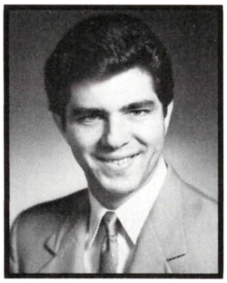
Mike Pace, president of U. S. Games, has announced the promotion of Randal Jarrett to vice president of engineering and director of the National Countertop Service Center. Jarrett has been the chief design engineer with the company since its inception last year. Before coming to U.S. Games, Jarrett designed and developed new products for Digital Controls, and before that, videodisc systems for Fire Arms Training Systems.

Pace said, "Randal and I have worked together in the design and development of U.S. Games' first products. Now as our company grows, he will us that knowledge and experience to guide the work of our engineers."

The National Countertop Service Center, which Jarrett will direct, was set up to provide repair service for coin-operated countertop games. Pace says the work will be done quickly, correctly, and thoroughly, "so the game gets back on location in the kind of shape that will keep it earning at its peak."

Pace said of his *Little Casino*, developed while he was at Digital Controls, "One of the reasons games like Little Casiono have been so successful for operators is that they were built to last. The majority of the first games built in 1981 are still on location. We are repairing games with the same attention to detail we employ when we build them."

Nintendo names market research analyst



Drew Maniscalco

Nintendo of America Inc. has announced the appointment of Drew Maniscalco as market research analyst for its Commercial Products Division. Maniscalco's responsibilities in the new position will include compiling market data from operators and distributors around the country. The data will be used in a national test program involving Nintendo's *PlayChoice- 10.*

Before joining Nintendo, Maniscalco was in sales and service at Wakefern Food Corporation in New Jersey. He came to Wakerfern from Emco, where was a manufacturer's representative on the East Coast for several novelty lines.

Margold with Betson

John Margold has joined Betson Enterprises as director of sales and marketing for the Redemption Division. He will be headquartered in the Moonachie, N.J. office. His primary responsibilities in that position consist of servicing the division's distributor network. "John's many years of reputable distributor and manufacturer experience give us an added dimension. We are very excited that he has joined Betson," said Redemption chief Art Warner.

Before coming to Betson, Margold spent a year with Cinematronics (vice president of sales) and five years with Bally (regional sales manager for the East for Midway and then branch manager for its Philadelphia distributors and, later, its Chicago distributors). Margold also spent five years with Rowe as sales manager.

Margold's father, Irwin, was also in the coin-operated amusement business for many years. He worked at Rowe for 40 years and retired from there. He is still doing some consulting work.

Carrara joins Betson/Pacific

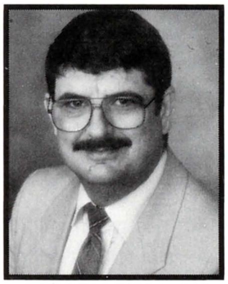
Ron Carrara has joined Betson/Pacific as general manager of its San Francisco branch office.

Carrara began his coin-op career at Advance Automatic Sales over 20 years ago. He briefly left the coin-op industry, but came full circle in 1983 when he went to work for Bally Advance after Bally purchased Advance Automatic from founder Lou Walsher's widow.

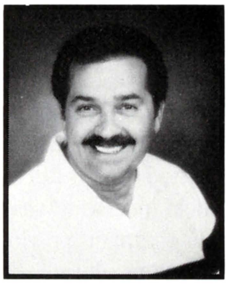
In 1986, Bally sold Bally Advance to C.A. Robinson, a Los Angeles distributor, and Carrara continued on as the general manager.

Carrara said of his move, "I have known the Betti family for many years and always admired the way they do business. When I was given an opportunity to work and nuture the San Francisco office, I just couldn't pass it up. I'm very happy to be working here. It's fun!"

Kane amusement expands



Charles Gleason



Lawrence Macaluso

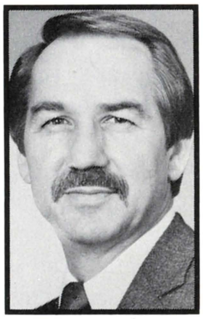
Kane Amusement Distributors, of Hattiesburg, Miss., has added two salesmen to its staff and opened a new office in Louisiana. The company announced the addition of Lawrence Macaluso, a veteran of 25 years in sales and a former operator, and Charles Gleason, whose experience spans more than 20 years in the coin machine industry. Gleason will represent Kane in its new office in the New Orleans area.

The new office is located at 2745 Lexington Ave., Kenner, La. 70062. The phone number is (504)466-6882. The Kenner showrooms are now open and will carry the same lines as the Hattiesbrug office. Kane is planning a grand opening at its Kenner location on June 17.

Mize moves up to director of region sales

E. Henry Mize has been named director of region sales for Philip Morris USA. He will be responsible for all Northeastern markets.

Mize joined the company in 1968



E. Henry Mize

as sales representative in Hickory, N.C. He was appointed division manager in Nashville in 1972, region recruiter in Atlanta in 1976, and section manager in Nashville in 1977. Mize also spent some time in the Great Neck, N.Y., office as section manager. He was appointed assistant director of region sales in New York in 1982, and three months later, director of region sales. In 1984, Mize was promoted to director of national accounts.

Atari adds distributors

Atari Games has added five offices to its list of distributors. Birmingham Vending Co., a full-line distributorship headed by Al Toranto, will carry Atari equipment in its Birmingham office as well as in its Orlando, Fla., office. Mountain Coin Machine Distributors, owned and operated by Elden Kingston, will sell Atari machines in three offices--Albuquerque, Phoenix, and Salt Lake City.

Pace '87 set for June

Sponsors for the Payphone Annual Conference & Exposition (PACE'87) have scheduled the event for June 23-25, at the Stouffer Waverly Hotel in Atlanta. Billed as the "World's Largest Pay Phone Show, PACE '87 will feature more than 100 manufacturers of phones, booths, and equipment. Speakers will cover topics like alternative operator services, long distance resale, booth advertising, smart and debit cards, and the purchase of retrofit kits to change dumb phones over to smart phones.

Commodore reaches agreement with Bally

Commodore Business Machines of West Chester, Penn., has entered into an agreement with Bally Manufacturing to supply Bally with Commodore's advanced *Amiga* graphics computer technology. Roger N. Keesee, executive vice president and chief operating officer of Bally, indicated that the power and flexibility of *Amiga* will provide Bally with the capability of adding new games to its product line. *Amiga*'s ability to generate more than 4,000 colors and its multiple screen splitting, he said, can provide "substantially improved" high-resolution graphics."

Bally reorganizes engineers

In other news, Bally announced that it is reorganizing its engineering teams in order to increase the size and output of its R & D groups.

Although pinball engineering will remain in Chicago, the size of the staff will be enlarged. The new pinball development group will be headed by Jim Patla.

The company plans to consolidate its Midway and Sente video game design groups, and the newly combined team will be located in Bally's Sunnyvale facility. The planned expansion of the California staff has created a number of openings for computer and graphic artists, cabinet graphics artists, and video game designers.

Memetron moves

Memetron, Inc., formerly based in the Chicago suburb of Elk Grove Village, has moved its offices to Lombard, a residential village about 20 miles west of the Windy City. The new address is 325 N.Eisenhower Lane, Lombard, IL 60148. Its new telephone number is 312/629-6500.

T.O.P. distributing moves

739
LINDEN AVENUE

T.O.P. headquarters

T.O.P. Distributing Company, of Rochester, N.Y., has moved to a new 14,000 sq. ft. building. The company's new address is 739 Linden Avenue. Its new telephone number is 716/222-1000.

North Carolina phone firm revs up

Payphone of America, the Clemmons, N.C.-based company that has contracted with Standard Electrica ITT to represent the ITT pay phone in the continental United States, is increasing its output. The company is now receiving a bi-monthly shipment of 400 phones. "We had to double production of the pay phones," the company's president B. G. Hauser said, "so we could keep up our inventory in the warehouse and shipments." Payphone also says it has doubled the number of its employees as a result of the good business.

Star Tech publishes troubleshooting manual

Star Tech Journal, the technical monthly out of Merchantville, N.J., has published a manual, *Troubleshooting Electrohome & Wells Gardner Monitors.* The manual covers aspects of monitor repair that include power supply, CRTs, deflection circuitry, and color problems. The book is edited by James Calore, a technical consultant and the publisher/editor of *Star Tech Journal.* The price is $19.95 plus $2.50 shipping.

ET finds home

UAI New Jersey, Inc., the California crane manufacturer with an East Coast name, has purchased the exclusive rights to the ET doll series copyrighted by Universal City Studio. The dolls come in either plush or vinyl.

UAI president, Barry Feinblatt says that the ET doll works well in cranes because ET is still very popular with kids. He also noted that operators are looking for new varieties of plush to put into their cranes. UAI reported that in a survey of companies who have purchased the ET doll, all have reported an increase of no less than 12 percent on their average weekly gross and in some cases over 22 percent based specifically on the ET dolls.

Loveable ET dolls

UAI is offering the ET doll, which sells for $14.95 in stores, at a one time special price to the industry.

For more information, operators may contact UAI at its new address and phone number, 2010 Jimmy Durante Blvd., Suite 106, Del Mar, Calif. 92014; (619)755-9715.

Status opens new division

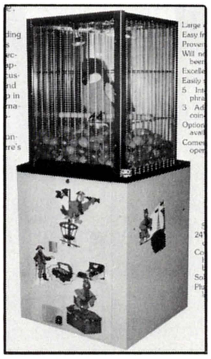
Status Game Corporation has announced the formation of a new distributing division, the Status Distributing Company. Headquartered in Clearwater, Fla., the division will service the state of Florida and the Caribbean for Bally, Bally Sente, Capcom, Dynamo, Konami, Kramer, Memetron, Romstar, Status, Taito, Tradewest, and Valley.

Status will also use the division to introduce its line of gaming products to the Caribbean casino market.

Ralph Paukner has been named general manager and division manager, and Greg Serio, sales manager.

Multi-play gets rights to prize vendor

Multi-Play Vending & Distributing of Walnut, Calif., has obtained exclusive rights to distribute the *Pirate* Parrot talking prize vendor, manufactured by Movie Hut, Inc., of Elkland, Mo. The rights cover four southern California counties: Los Angeles, Orange, San Bernardino, and Riverside.



Pirate Parrot

Multi-Play president, Rorie Keller, said, "I am very excited about this product. The extra large egg capacity (1,500), the front loading and servicing features, and the proven dependability over the past eight years are all pluses for the busy operator."

Multi-Play can be reached at 366 Paseo Sonrisa, Walnut, CA; (714)595-2286.

Rowe puts answers in ink

Rowe International Inc. has made available a new bulletin that provides detailed information on the company's *Video Jukebox,* including answers to the most-frequently-asked questions about how the system operates, its capabilities, its programming, and its availability.

The bulletin, Rowe vice president Joel Friedman says, "was prepared in response to the tremendous number of inquiries about the Rowe video jukebox program." The Rowe video jukebox plays 160 records and 40 videos.

Copies of the bulletin are available at Rowe distributorships. They can also be obtained by writing Joel Friedman, Rowe International Inc., 75 Troy Hills Road, Whippany, NJ 07981 or by calling 201/887-0400.

From left, Rick Brinkman, Terry Mutton, Colleen Washburn, and Carol Johnson.

North American team wins valley cup

North America defeated the Federal Republic of Germany-NSM- Lowen team in the first half of the "Home & Home Series" of the Valley International Electronic Dart Championship, held on February 21, in St. Petersburg Beach, Fla. The North American team consisted of Colleen Washburn (Women's Singles), Rick Brinkman (Men's Singles), and Carol Johnson and Terry Mutton (Mixed Team).

The second half of the competition will be held in West Germany in the fall.

Budweiser
High Country
Pool Leag

VNEA division winners show off trophies

VNEA pool tourney held in Wyoming

VNEA charter holders held one of the biggest singles tournament to date January 16-18, in Laramie, Wyoming. A total of 208 paid entrants from Wyoming, Utah, and northern Colorado competed in four divisions: Men's A, B, and C and Ladies. Jo Benson (Fort Collins, Colo.) took the Ladies title, an entrant listed simply as A. J. (Greeley, Colo.) won the men's C division, Craig Miloff (Encampment, Wyo.) took the men's B, and Tim Brandt (Fort Collins) won the men's A. The winners took home trophies as well as cash prizes that ranged from $256 to more than $1,500.

AMOANJ discusses cranes

The Amusement and Music Operators Association of New Jersey (AMOANJ) held a general membership meeting in January where New Jersey's gambling laws were discussed.

AMOANJ's executive director, Michael Redpath covered a variety of topics while explaining how the laws affect the coin-op industry, and more specifically New Jersey's law on cranes.

New Jersey's current State Constitution, ratified in 1947, prohibits gambling. It was amended in 1953 to allow bingo and raffles. State lotteries became acceptable in 1969, senior citizen bingo in 1972, and in 1979 the law was amended again to enable Atlantic City to enter into the casino gambling market.

Redpath cited several cases from the 50s which closed down boardwalk games, and made important distinctions concerning games that are still in effect today. The Amusement Games Licensing law was ratified by statewide public referendum in 1959 and amended in 1981 to allow for adjustment of limits on the price-to-play and prize value. In 1980 a gray area regarding free plays was created.

By virtue of legal history, any games that are not straight vending machines are considered gambling devices and have to be covered by a specific exception from the State Constitution. Cranes and rotaries are considered gambling. The addition of joysticks or gumball vending makes no difference, as the outcome is still not the same each time.

Redpath continued by stating that video pokers and other electronic games, if in bars, must be registered with the Alcoholic Beverage Commission, and must meet all of their requirements.

"New Jersey has the most fully defined gambling statutes and case law," Redpath said, "allowing us the most developed forms of gambling. This blessing can be a curse as well, as in the case of the crane, which, because of the explicitness of the satutes, is illegal, with nothing that can be done to make it legal."

He continued, "As long as the outcome of play is not substantially the same on each play, it is considered to be gambling, regardless of what element of skill may be involved."

Bally announces advances at distributor meeting

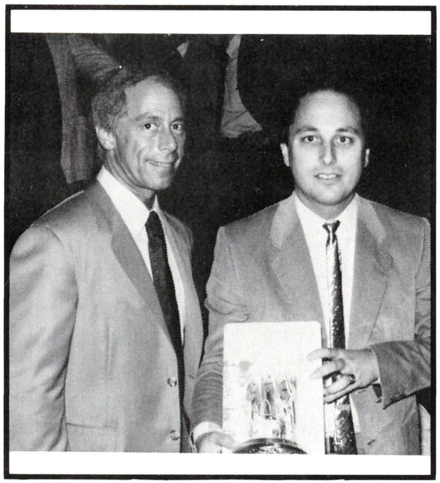
Bally Manufacturing welcomed its distributors to a pre-ACME meeeting on March 19, unveiling the pinball game *Hardbody*, the new Super Sente System and the soon-to-be-released video, *Moonquake*, and announced other advancements within the company.

Bally executives Roger Keesee, Maury Ferchen, Bob Lundquist, Steve Blattspieler and Jolly Backer each addressed the gathering and provided information on Bally's latest developments.

Table soccer championships held

Results from the 1986 $40,000 World Championships of Table Soccer held this past November in Dallas are in. Five hundred players from five countries--the United States, Canada, Belgium, Switzerland, and West Germany--competed on Dynamo and Tornado tables. Cindy Head, who took the Women's Singles (Dynamo), shared in three doubles wins: Women's Doubles (Dynamo), Mixed Doubles (Dynamo), and Designated Mixed (Tornado). She was named Best Female Forward. Todd Loffredo, winner of Open Singles (Tornado), also shared first place in the Open Doubles (Tornado). The wins netted him $2,250.

Open Doubles (Tornado) final: from left, winners Todd Loffredo and Johnny Horton battle Steve Miller and Steve Murray.



Accepting an award for outstanding sales performance are Ira (left) and Sandy Bettleman of C.A. Robinson.

Chief among them was the announcement that Bally has entered into an agreement with Commodore Business Machines of West Chester, Pennsylvania to supply Bally with Commodore's advanced Amiga graphics computer technology.

The agreement provides for the supply of proprietary Amiga graphic boards along with Commodore technical know-how and will permit Bally to design new and advanced arcade video game systems.

Keesee, executive vice president and chief operating officer of Bally, noted, "The Amiga'a ability to generate over 4,000 different colors, plus special effects capabilities such as multiple screen splitting, can provide for substantiallly high resolution graphics not only in our game systems but in our other video products as well."

Commodore benefits from the agreement as it will obtain rights to Bally video games developed for the Amiga hardware. This access to Bally games should enhance Commmodore's home game product line.

In addition, Ferchen, president of the coin-op division, announced that the company is reorganizing to substantially increase the size and output of the research and development groups within the organization, a move expected to increase both quantity and quality of products.

Pinball engineering will remain in Chicago and the size of the staff is expected to increase. This group will be headed by Jim Patla.

The Midway and Sente video game design groups will be consolidated in the company's Sunnyvale, California research and development facility. The group will be responsible for video game developemnt for both Midway dedicated games and Sente System games. Bob Lundquist, president of Bally Sente, will oversee video game development.

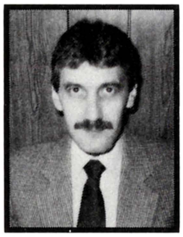
Distributor awards for outstanding sales performance also were presented the same evening to Betson Enterprises of New Jersey, Brady Distributing of North Carolina, C.A. Robinson and Company of California, Laniel Automatic Machines, Inc. of Canada, New Way Sales of Canada and Shaffer Distributing Company of Ohio.

Distributors had ample time to try the new equipment on display following the announcements and awards. The new *Moonquake* game will offer 75 different screens. It is a two-player unit with buy-in feature and should be available the first week in May. Since it will be in the new Super System cabinet, Bally will also offer an update kit to convert all existing uprights into the new System. There will be a standard upright cabinet and also cocktail and new midi size suitable for locations where space is at a premium.

Hanson adds Silverest and Younce

Hanson Distributing of Detroit announces the addition of Curtis Silverest as a sales representative and Chris Younce as its new parts manager.

Silverest began at Hanson on March 25. He has five years of experience in the coin-operated amusement business and was most recently with Cleveland Coin of Ohio.



Curtis R. Silverest

Younce has been in the industry for six years and will be responsible for an expanded parts department designed to better serve Hanson's customers.

ACME exhibitors have prize drawings

Several companies exhibiting at ACME held prize drawings, making many attendees happy recipients of all types of products from plush supplies for cranes to televisions and a game kit.

Chardee Electronics, makers of the *Sand Crab* single crane gave away a giant panda, won by Barbara Wells of Premier Technology.

Kane Amusement of Hattiesburg, Miss. gave away six televisions. Lucky winners were: Steve Bonner of Clinton, Miss., Gary Ham of San Francisco, Calif., South Transit Lanes, Inc. of Lockport, New York, Johnny Pierce of Brandon, Miss., Bobby Bayless of Bay Springs, Miss., and Ralph Sehnert of Woodland Hills, Calif.

Kiddie Amusements, manufacturer of kiddie rides, drew a name for a VCR that went to Danny Kinard of Kidco Distributing in Walterboro, South Carolina.

Prizes!, a supplier of plush prizes, held drawings for four boxes of supplies for merchandisers. Bob Strong of S&S Games in Memphis, Tenn. won the economy pack; Todd Scharf of G.A.F.F., Inc. in Des Moines, Iowa won the deluxe assortment; Dorothy Boyd of Amite River Amusement in Prairieville, La. won the premium assortment; and Ayni McCann of Mc Cann Amusement Co., Inc. in New York City won a set of alpha foam.

World Games held a drawing for its new video kit, *Kyros*, won by Bill and Sharon Johnston of Johnston's General Store in Buffalo, New York.

Play Meter gave away six copies of Paul Prudhomme's cookbook on cajun cooking.

IMA

BY DAVID SNOOK

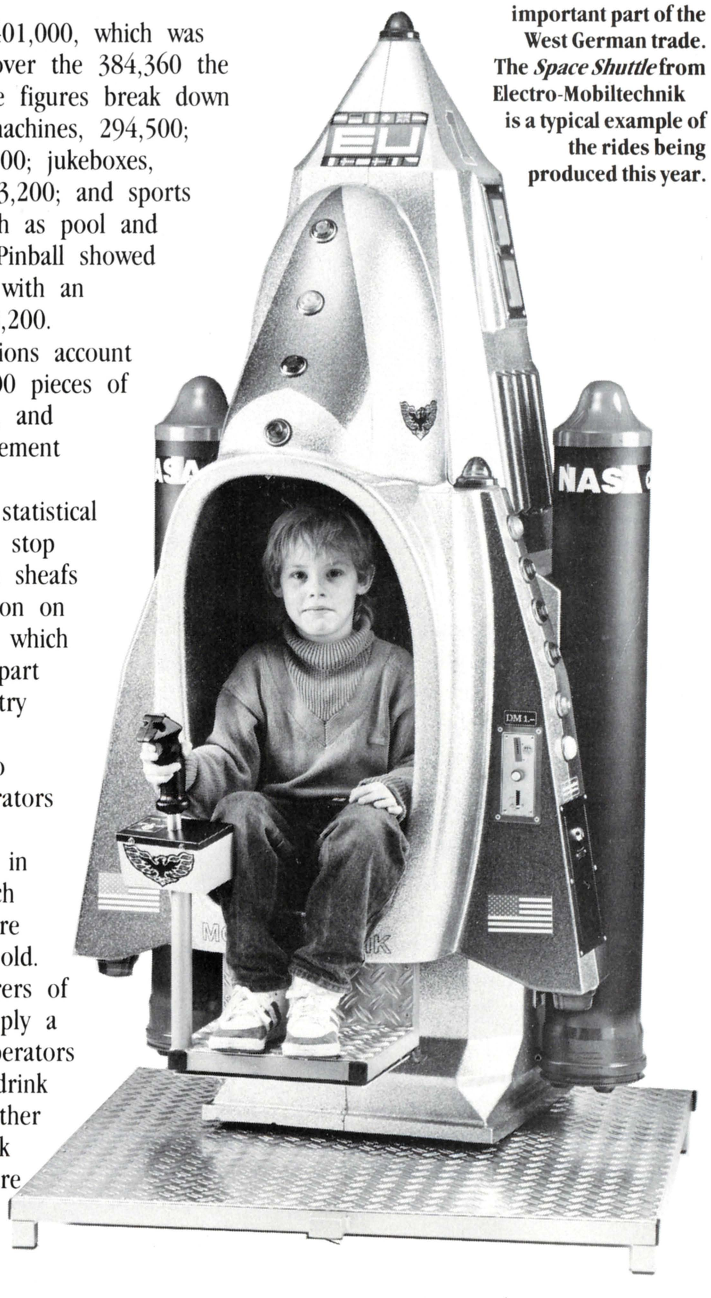
They may have some peculiar ideas on acceptable forms of video games, but the West Germans' sense of order has its benefits. Arriving at the Frankfurt Messegalende, the big exhibition hall which annually houses the West German's coin machine shop window, Ima, journalists were presented with a precise breakdown of the numbers of units sold and for how much in the preceding year's coin machine trading.

And it read pretty well, too. In 1986 all sectors of the amusement industry combined to provide a just under 10 percent sales increase from the previous year. About 97,300 video games, pinballs, jukeboxes, pool tables and foosball tables were sold compared to 80,300 in 1985 and 80,050 in 1984. It was notable, however, that the jukebox figure had declined to 1,500 from 1,900 last year. With two of the world's major manufacturers based in West Germany, NSM and Wurlitzer, that must be disconcerting.

During the year, the total number of coin-operated amusement machines on location was 401,000, which was an improvement over the 384,360 the previous year. The figures break down as follows: Slot machines, 294,500; video games, 54,500; jukeboxes, 59,100; pinball, 63,200; and sports related games such as pool and foosball, 47,400. Pinball showed the greatest rise, with an improvement of 8,200.

Street locations account for 284,800 pieces of equipment, and arcades and amusement halls 114,700.

The wealth of statistical information didn't stop there, either, with sheafs of extra information on vending machines, which form an integral part of Ima The country has seven manufacturers who supply 1,500 operators who have over 740,000 machines in operation, of which around 400,000 are over seven years old. Fifteen manufacturers of drink vendors supply a market of 450 operators with 50,000 hot drink machines and another 200,000 cold drink machines. There are



Kiddie rides form an important part of the West German trade. The *Space Shuttle* from Electro-Mobiltechnik is a typical example of the rides being produced this year.

Konami's European heads gather in Frankfurt. Richard Dunn, European Vice-General Manager is left, with Kenji Hiraoka from Konami in Japan and on the right Gunter Bosch, of Konami GmbH.

16,500 freestanding food vending units operated by 150 companies.

All of this indicates a buoyant domestic market with a reasonable export business as well. Herbert Nack, Chairman of VDAI, the vending and amusement machine association, said, "This year's Ima marks the end of a difficult transition period for jukebox and entertainment machines with its effects following the long playing time of slot machines. Changes in regulations, court decisions, and fiscal measure have put this sector under some pressure. As far as games are concerned, the published opinion often does not coincide with the public one. Millions of people accept the offer of amusement machines with great pleasure, and have no problems in playing them in their spare time, which often makes the media reports seem exaggerated."

He was referring to the continuing obsession of the West German press with the effects of video games on the young--despite the fact that the German trade itself has taken on an almost paranoid attitude as to what it uses. The industry helped to form the ASK, the voluntary automat self-control institute, which safeguards the public from possibly harmful games.

This originally arose because, although a number of social studies by psychologists and criminologists reached the same conclusion that playing video games had a purely symbolic character and was in no way detrimental to social behavior, the law was strict, particularly in regard to the Protection of Young Persons Act.

When ASK was formed in 1982 it used as its parameter the definition that "video games are unsuitable for children and adolescents if they present violent deeds against men in a realistic, cruel or inhuman way and if they could lead to the disorientation of youth by glorifying or playing down such brutality. Specifically, video games which give a reward for the killing of people or those which present aggressive acts in a realistic way which leads to the mass annihilation of men."

That kind of lofty stuff has led to many leading video games in other markets becoming persona non grata

31
STAR
PAR
VIDEO
LOTTO
START
RISIKO

Bally Wulff launched a new video Lotto game, based on bingo, which proved very popular.

in Germany, much to the frustration of manufacturers. ASK views all new models and awards them a sticker: green if the game is suitable for children and adolescents and a yellow one if it is not. So far, 398 video games have been tested and 314 have been given the green label.

The result is that there had been a strong following for "funny" or novelty video games in Germany.

Among the top companies are the big three, the Gauselmann Group, Bally Wulff and Lowen. Among them were the expected main contenders from the international marketplace; Sega with *Out Run* and *Enduro Racer*, Bally with *Rampage* and *Night Stocker* and Atari with *720 Degrees* and *Gauntlet II*. Sega's new *Alex Kidd* and Williams' *Joust*, Taito's *Kick and Run* soccer game and

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Nintendo's *Top Ten*, all featured strongly. The latter company used Olympic skiing gold medalist Rosi Mittermeier to promote its *VS Slalom* game.

Konami's West German subsidiary was out in force with *WEC Le Mans* and *Konami GT*, *Gryzor*, and the basketball game *Double Dribble*.

The show was dominated, of course, by slots that form the backbone of the West German industry. Most of them are wall-mounted and pretty well incomprehensible to the outsider, although Bally Wulff's new *Video Lotto* game, a bingo-type wall-mounted payout novelty, has some easier-to-follow characteristics.

On the music front, the Seeburg compact disc LaserMusic System jukebox continued its triumphant tour of Europe in the Nova Apparate booth while the more traditional NSM *Galaxy 200* made its home debut after an international launch in London two weeks' earlier. Wurlitzer featured its *Nostalgia* reproduction jukebox.

The main fireworks were on the pinball front, a market which is not only strong in West Germany but which positively exploded last year with a 15 percent increase in sales. For that reason, all the majors were saving something special to impress the West Germans.

The honors must go to Premier Technology, however, or should we now call it Gottlieb again? Previously the Gottlieb name was used infinitely smaller than the Premier tag on backglasses. That's now reversed on *Monte Carlo*, a superbly presented one-to-four player game with a gambling theme. The backglass is actually a photograph taken in the Gaslight Club in Chicago and shows Premier President Gil Pollock with Jim Roberts, the Gaslight owner, and Alvin Gottlieb.

Pollock told us, "We try to stay in tune with what is going on when we decide a theme. For example, *Miami Vice*, *Raven*, which featured a female

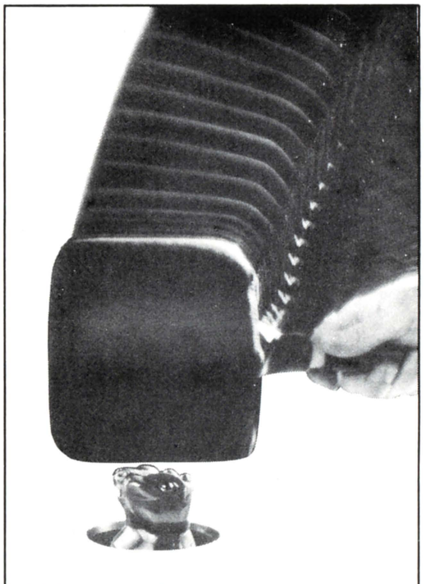
WINNER!
Monte Carlo
Gottlieb
PLAYER 1
PLAYER 2
PLAYER 3
PLAYER 4

Gil Pollock (left) of Premier Technology and Adolf Seitz Jr., sales manager of Lowen, the distributors, with *Monte Carlo*.

Rambo, and in the case of *Monte* Carlo we decided we needed a traditional theme to keep the mix going. We launched it in Germany rather than at the earlier ATEI in London because Germany is a stronger pinball market. The production of *Gold Wings* has now finished and the initial orders we have taken for *Monte* Carlo are the largest we have ever had in Germany which suggests that in *Monte Carlo*, we'll have the biggest production run pinball ever."

The roulette wheel in the center of the playfield, which spins to deflect a ball fired at it and then on to a ramp, has similar overtones as Williams' *Millionaire* which has a Wheel of Riches in the center of the playfield. *Millionaire* was an early prototype and Williams' states it will make further modifications, but it is already beautifully-designed and has the hallmarks of becoming a worthy successor to *High Speed* and *Pinbot*. And a strong challenge from Bally/Midway's *Strange Science*, launched in London, completes a line-up of pinball talent which will keep the market hopping for the next few months.

With around 13,000 visitors, Ima '87 continued the strong upward trend of international exhibitions. Tokyo, then AMOA followed by ATEI in London and now Ima in Germany and the recently held ACME in New Orleans completes the world's big five coin machine exhibitions and all of them indicate a return to better times for the business. It was a clean sweep of highly successful shows--something the world-wide coin machine business has not seen for a few years.



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Novices learn to eat crawfish like Louisiana natives

The invitation read, "Laissez les Bon Temps Rouller!" That's French for "let the good times roll." The next line was the kicker--"Come Suck Heads and Squeeze Tails." Who could pass up a chance to find out what that meant?

On March 18, prior to the opening of ACME, Play Meter sponsored a cajun crawfish boil that gave many early show attendees a real taste of New Orleans cuisine. And that taste meant tackling a steaming pile of well-seasoned boiled crawfish, a local delicacy.

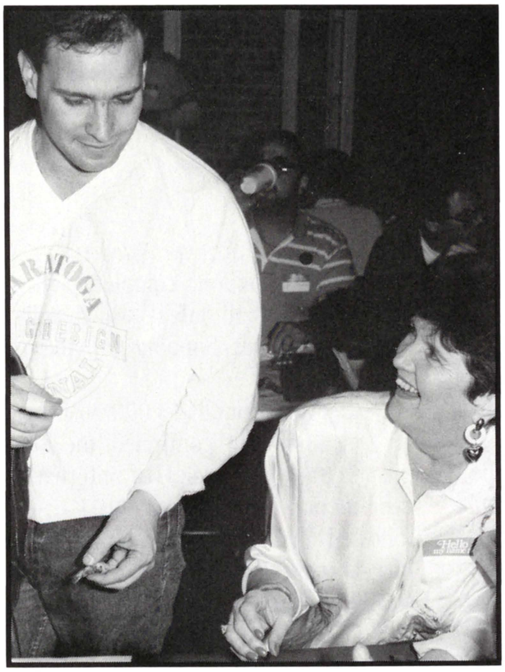
The crawfish are broken in half, with the juices and seasonings literally sucked from the head portion and the tail end squeezed to release the meat. The crawfish were accompanied by corn on the cob and red potatoes cooked in the same seasonings as the seafood. Advertising director Jim Miller and other Play Meter staff members gave crawfish eating demonstrations throughout the evening as guests came in waves. Some became so involved they started calling for more, and settled in for a long night of peeling the critters.

Crawfish are found in local bayous and cultivated on crawfish farms. They are a staple in New Orleans and prepared in many tantalizing ways. Purists, however, never tire of eating them boiled, often downing a few pounds of "crawdads" (as they are affectionately known) as an appetizer before a regular meal.

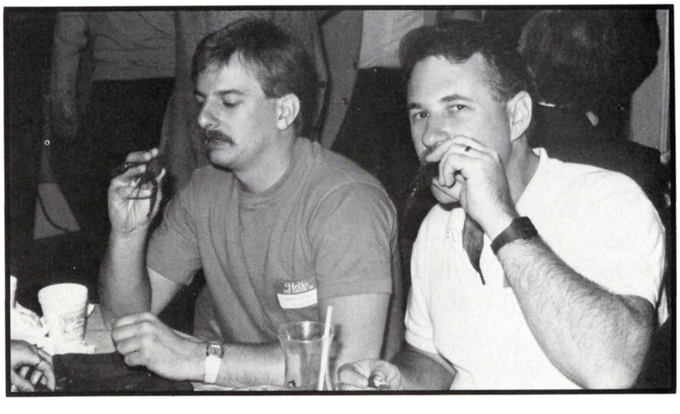
Mike Anderson's Seafood Restaurant on Bourbon Street was the site of the party. Tables were arranged in a second floor private room with balcony overlooking the famed French Quarter.

John Barone, left, of Data East seems to be telling David Weaver of AAMA, "You're not really going to eat that that thing!" But they all did.

Brad King returned to the world of coin-op for ACME and crawfish.



Data East's Joe Kaminkow, left, and Exidy's Virginia Kauffman sample a few tasty critters.



Shawn Zenker, left, and Dennis Sable of Romstar now suck heads with the best of 'em.

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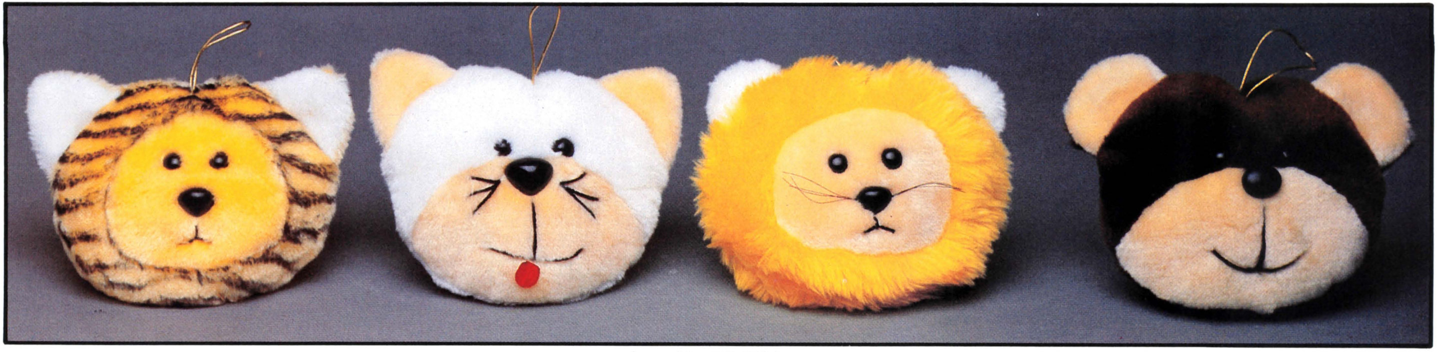

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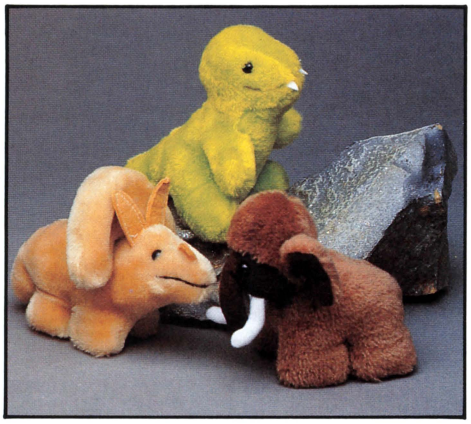

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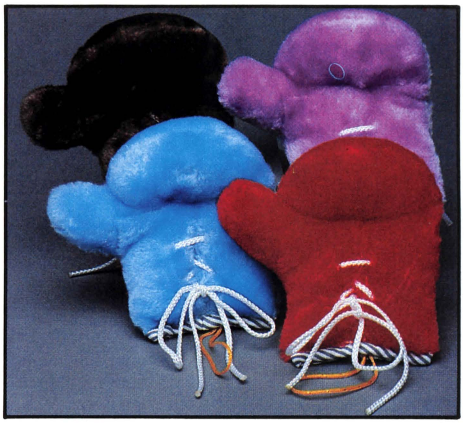

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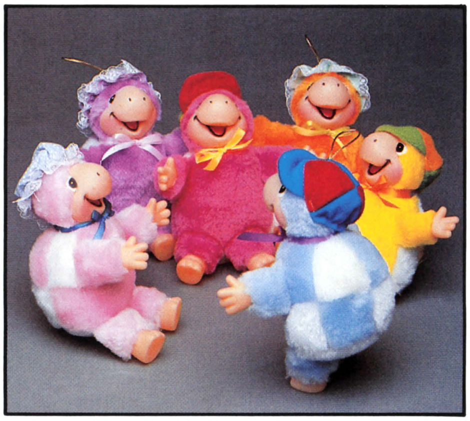

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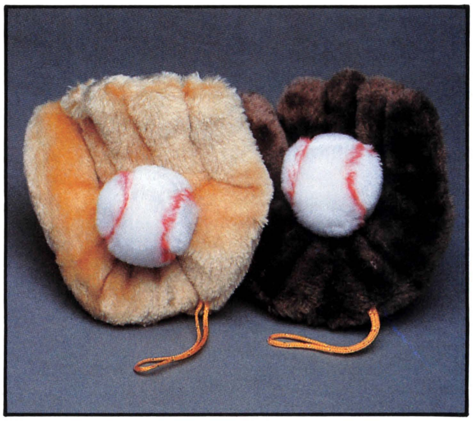

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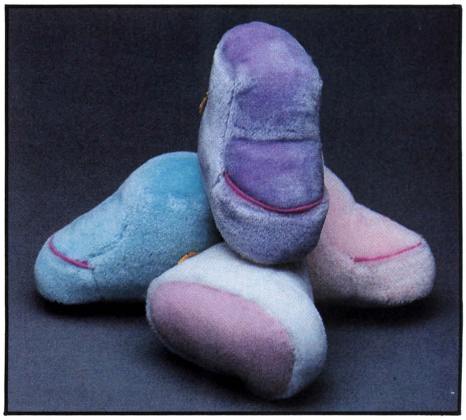

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Play Meter's Valerie Cognevich and Jim Miller, center, welcome guests Bob Lundquist, right, of Bally Sente, and John Barone, left, of Data East.

Bev Babich, left, of Colorado Game Exchange, and Mort Ansky of Merit dig in.

Bill Cravens of Capcom (who else?) took the first taste. Left to right are: Ryan Cravens, Bill, Todd Cravens, Ron Yaffe of Showcase, and Stan Larsen of Struve Distributing.

Pete Kauffman and daughter Amber, of Exidy, aren't quite sure which end to eat.

Joe Dalia, left, and Al Cofer of Gamemasters soon became crawfish experts.

WHERE THE CRANE DOLLARS ARE GOING....

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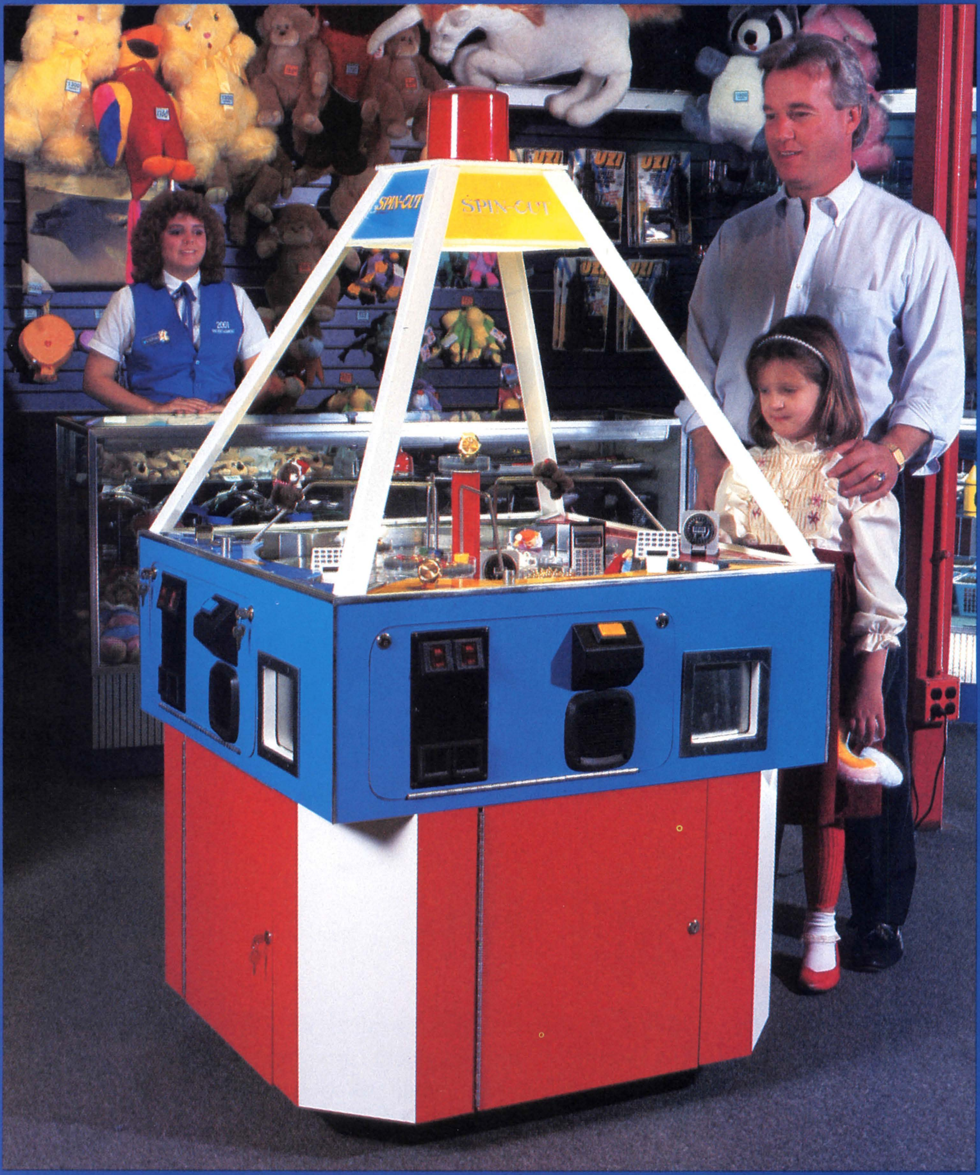

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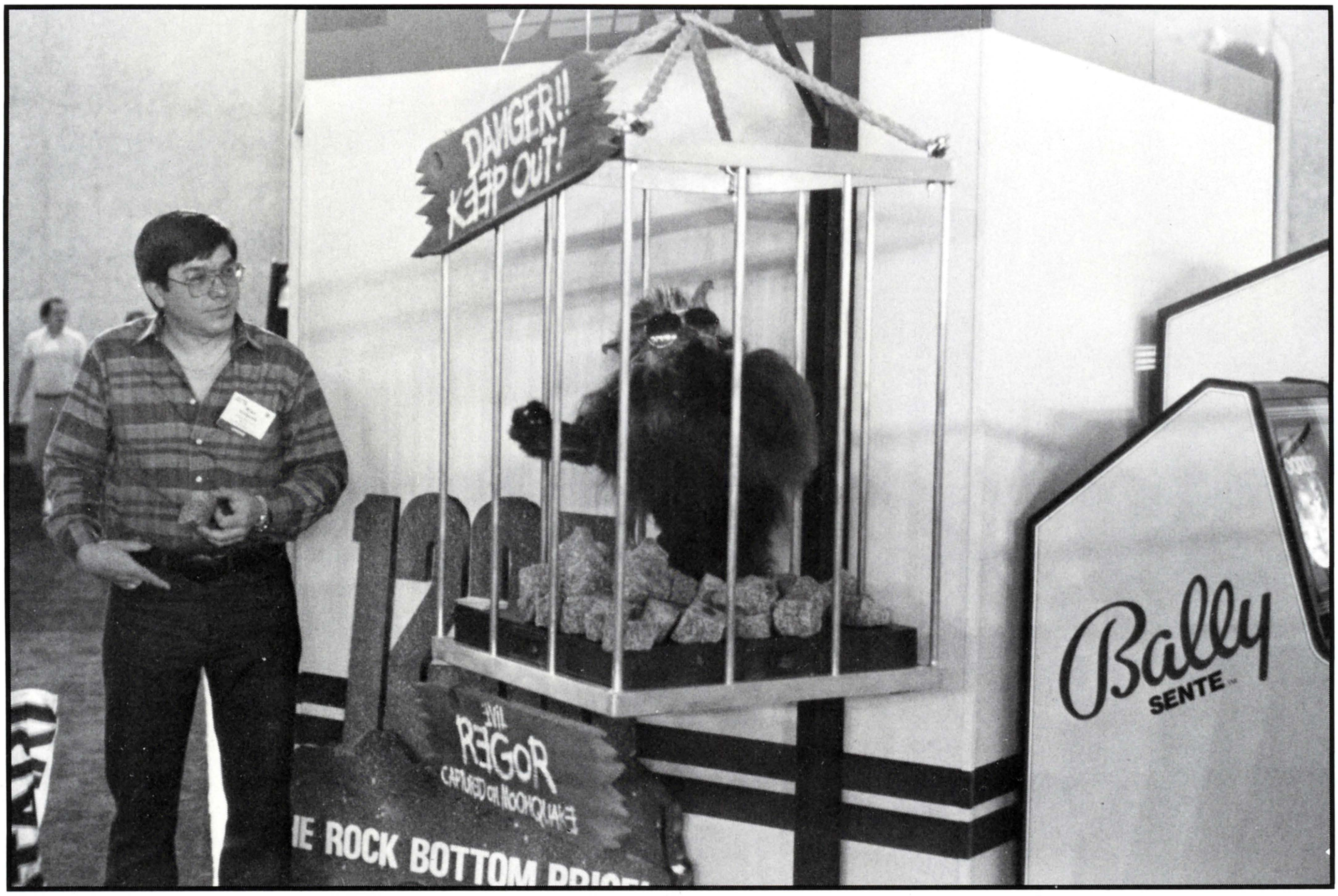

REGOR greets a guest at the Bally Midway-Sente booth.

REGOR--
another kind of ACME hit

Not since ALF came to television's airways has there been an unearthly, yet strangely cuddly creature that captured everyone's attention like REGOR, the furry video villain who made his debut at the Bally Midway-Sente booth.

REGOR (Roger spelled backward) is a character from the company's newest game for the Sente system, *Moonquake*. The hypnotic sounds of the game will be well remembered as will REGOR's friendly banter with passers by. In fact, REGOR was never without company, telling those photographed with him to "say cheese." He called everyone by name and offered them a commemorative rock. Some of his patter went like this--"Mary, have a rock; and take one for your kid, too. Hey, Mark, you don't have a rock." (directed to a man nearby) Some brave show attendees reached inside the cage and stroked his furry arms, to which he replied, "that tickles."

A witty conversationalist, REGOR was as much a hit as some of the equipment. His ears wiggled, his tongue wagged, and he made some unusual noises that were reminiscent of the movie, "The Exorcist." As two boys chatted with him he asked if they could help him out of his cage since he had been held captive there for three days. He also acknowledged being hungry, telling the boys, "you're just about the right size."

When a woman told him he was adorable, he said, "I try," and fluttered his eyelashes. He was truly captivating.

Players will find him at the most difficult level of *Moonquake*, taking on a much more aggressive and scary persona. But, for the show, he exhibited his warmer side. REGOR is the brainchild of Bill Gillard, engineer and designer, and president of his own company, Phonetica One, Inc., in Bailey, Colorado.

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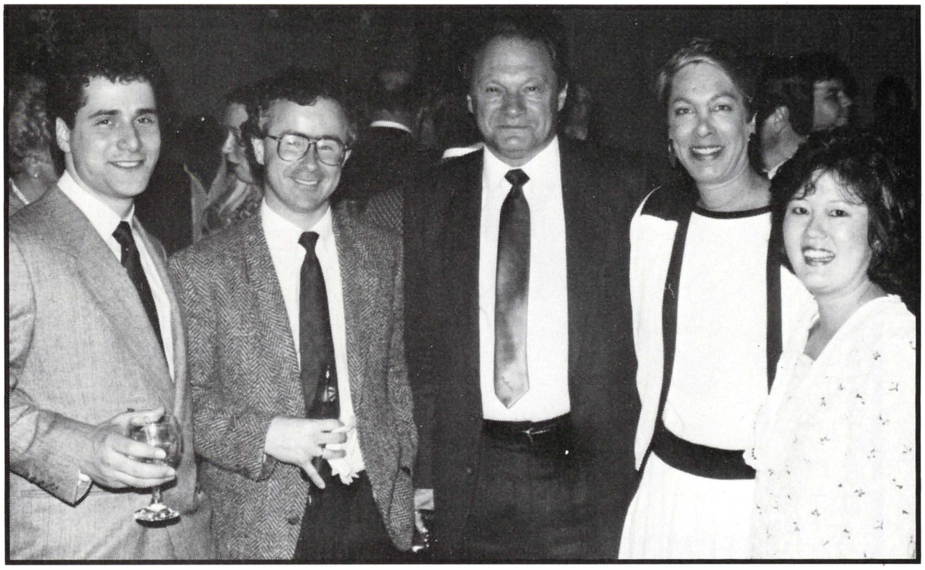
Atari greets crowd at Arnaud's

Atari Games Corporation selected Arnaud's Restaurant in the French Quarter for its ACME party on March 21. Arnaud's dates back to 1918 and is a New Orleans landmark.

The crowd of ACME attendees who enjoyed the party were treated to a never-ending supply of raw oysters and other local specialties while listening to a live band.



Atari staffers chat with Atlas president. Left to right are: Frank Cosentino and Kevin Hayes of Atari, Jerry and Denise Marcus of Atlas Distributing (Chicago), and Mary Fujihara of Atari.

Shane Breaks welcomes friends of Atari, Dianne Joyce, left, and Denise Ringpfiel.

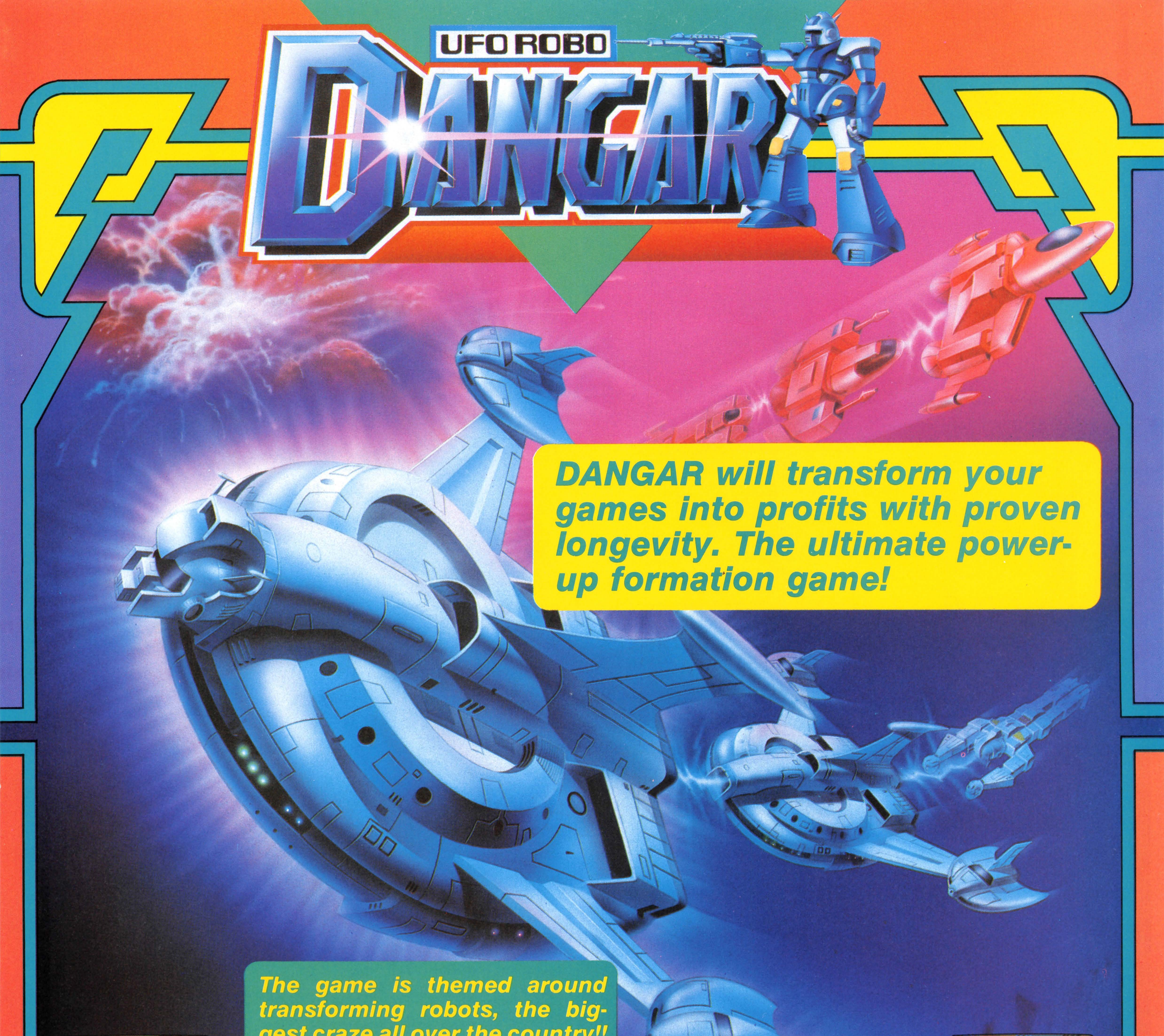
Razelle and Al Toranto, left, of Birmingham Vending celebrated their 33rd anniversary at the Atari party. Sharing the happy occasion are Jerry and Barbara Gordon, right.

Charles Stutz, left, and David Cottrell, right, of Brady Distributing (Chattanooga) join Jane Salter of Birmingham Vending.

Shane Breaks of Atari with Gerald Steinberg of Joyland Distributing.

Atari's Greg Rice, center, greets Ray Galante, left, and Marv Galante of Music Vend Distributing in Seattle.

UFO ROBO DANGAR



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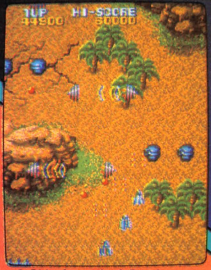
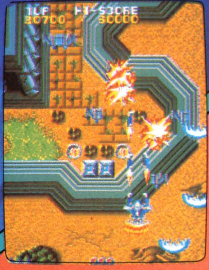


3-Ship formation! Break through the enemy barriers!



Awesome rocket punches are very useful!

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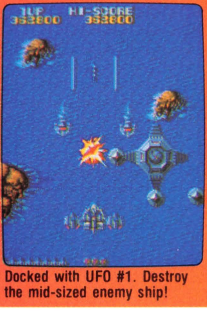
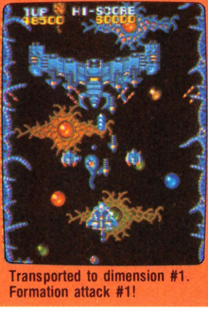
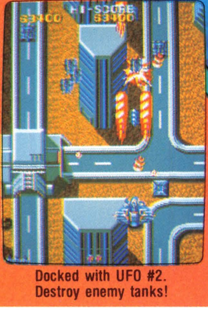


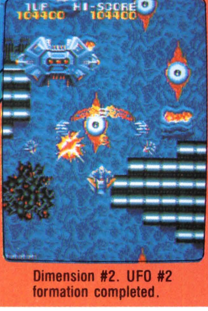
Docked with UFO #1. Destroy the mid-sized enemy ship!



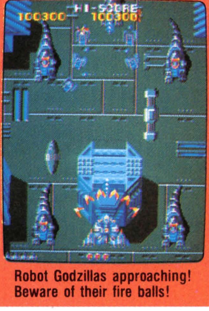
Transported to dimension #1. Formation attack #1!



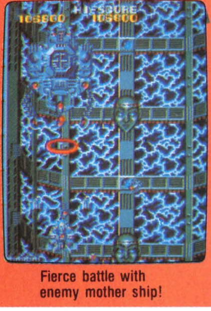
Docked with UFO #2. Destroy enemy tanks!



Dimension #2. UFO #2 formation completed.



Robot Godzillas approaching! Beware of their fire balls!



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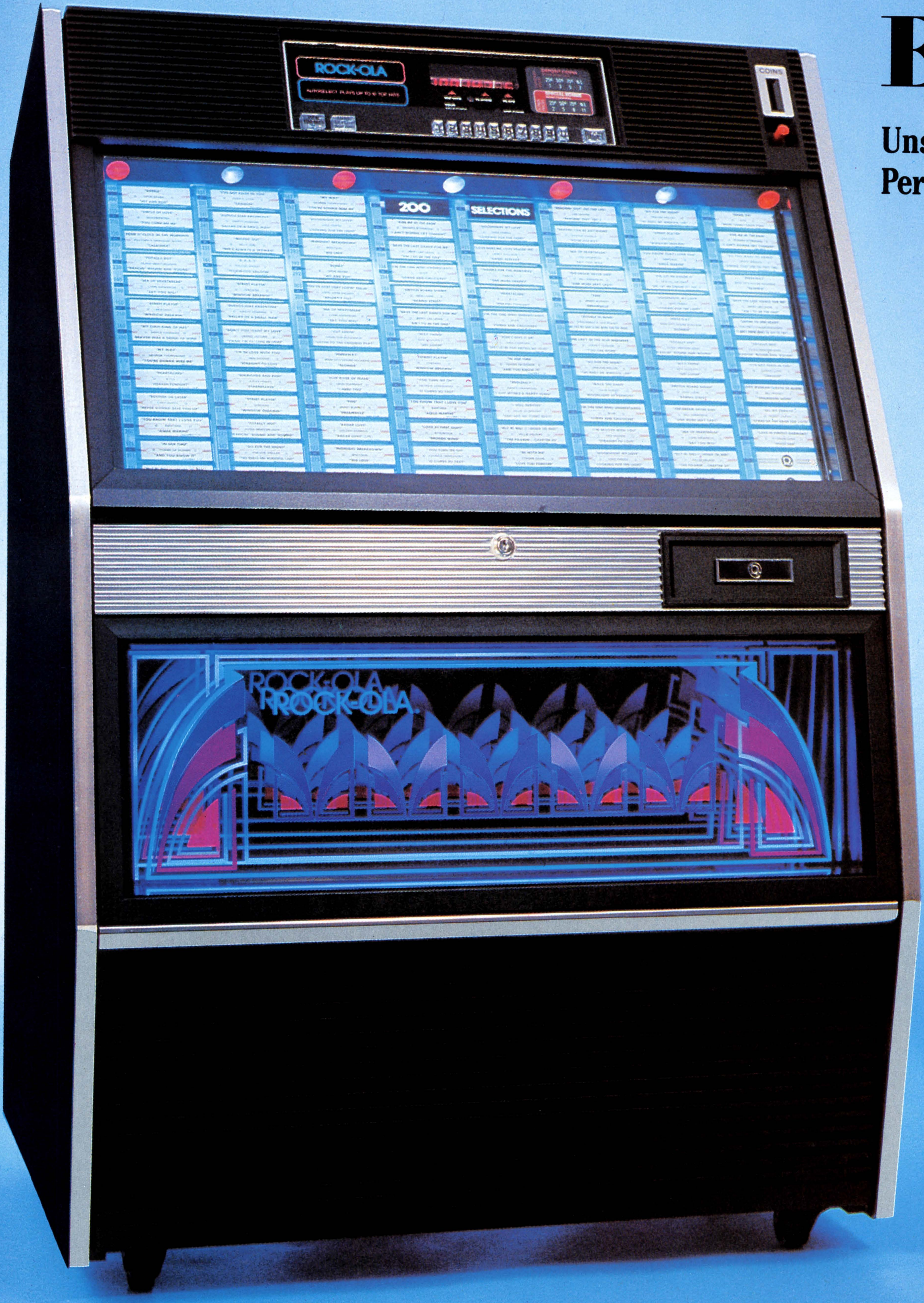
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SELECTIONS
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Sky Blue Model 494-1

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Desert Sun Model 494-2

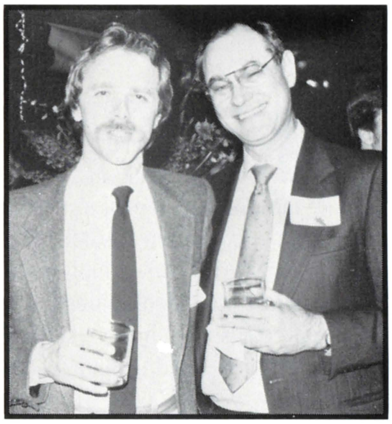
Bally hosts Longue Vue reception

Bally Midway-Sente welcomed distributors and other ACME guests to a reception at Longue Vue Gardens on March 19. A tour of the eight-acre private city estate began the evening, followed by a courtyard buffet and live entertainment.

Longue Vue was constructed by Mr. and Mrs. Edgar Stern between 1939 and 1942 and furnished with English and French antiques from the 18th and 19th centuries. A museum is included on the grounds.

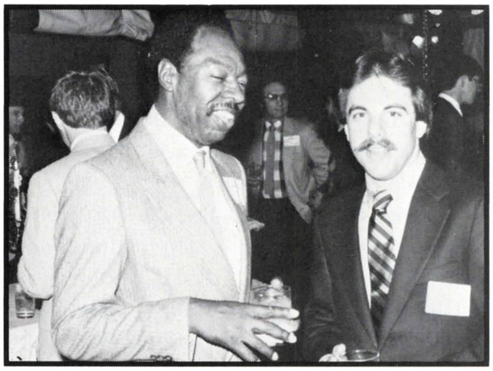
Gathering at the reception are, left to right: John Blouin of James Industries, David Weaver and Bob Fay of AAMA, and Maury Ferchen of Bally Midway-Sente.

New Orleans Novelty representatives included, left to right: Gay and Jack Boasberg, Kathy O'Donnell (daughter of Bill O'Donnell), and Louis and Barbara Boasberg.



Jeff Neumann, left, and Ray Hibarger of Hanson Distributing.

Harriet and Lou Singer of Central Distributing tour the second floor of Longue Vue.



Jesse Osborne, left, and Owen Rubin of Bally Sente talk shop.

Lois and James Rochford of Bally Manufacturing in the Longue Vue museum.

Among the east coast distributors were, left to right: Marla Biciolis of Banner (Pittsburgh), Nick Di Sebastiano of State Sales & Service (Baltimore), and Don Brenner of Banner (Pittsburgh).

ACME ROUNDUP

Driving games and fast pinball dominate ACME

More than 3,500 people spilled onto the exhibition floor at The Rivergate in New Orleans for the second annual American Coin Machine Exposition (ACME) March 20-22. Nearly 130 exhibitors displayed the latest in video, pinball, cranes, plush, darts, jukeboxes, kiddie rides and other related supplies. But with all there was to offer, driving games and fast pinball dominated the show.

The hit video game of the show was undoubtedly Atari's *RoadBlasters*, a driving-and-shooting game that's available as a sit-down, an upright or a kit. In fact, the *RoadBlasters* sit-down was to ACME what *Out Run* was to AMOA--the lines were always there, and because the game was so much fun, the players were reluctant to get out from behind the wheel.

On *RoadBlasters*, the driver negotiates a road course, zapping cars and motorcycles from behind when they get in the way. Unlike *Night Stocker*, which requires steering with one hand and firing a pistol with the other, Atari's game allows its driver to keep both hands on the wheel, which has buttons for "popping" the cars ahead. The game offers refueling possibilities in the form of red or green balls on the roadway, and there are a number of other features that make machine gun-like fire or cannon fire possible.

The graphics are excellent, especially on the sit-down model, which is outfitted with a Fresnel lens, which magnifies the 19-inch monitor to the equivalent of a 35-40 inch screen.

Atari feels that the game is competitively priced. One observer said he was glad to see a System I kit coming out.

Rolling Thunder, a dedicated game that was introduced a little over a month ago and that Atari licensed from Namco, was also in the booth. The game pits the Rolling Thunder undercover police organization against the secret society Geldra. Agent Albatross shoots his way through enemy headquarters to save Leila, the female agent who's been captured by Geldra. The game, like many others coming out these days, has an add-a-coin feature. *Championship Sprint* and *720 Degrees* rounded out Atari's busy booth.

Bally showed a game with a theme similar to *RoadBlasters*, *Spy Hunter II*, in response to demand for a sequel to the original *Spy Hunter* of 1984.

Exidy demonstrated its driving game *Top Secret* that is available as dedicated upright, sit-down and kit. PGD introduced a two-player driving game, *American Speedway*, with buy-in feature. It is available as dedicated game or as a kit for the Dynamo System Cabinet and retrofit for *Karate Champ*, *Kung-Fu Master*, , *Ikari Warriors* and *Victory Road*.

Cinematronics, whose sale to Tradewest was big news at the show, brought out *Sidegunner*, an update of *Danger Zone* that is scheduled to be released in late summer. *Sidegunner* differs from *Danger Zone* in that the player, a helicopter sidegunner, must keep his fuel and ammunition up by destroying storage tanks and ammo dumps at the right time. Cinematronics changed the name of its popular *World Series* to *Baseball Season II* as well as some of the game play. You can speed up players on the field and on the basepaths; there are passed balls when the pitcher loses his concentration; and the batter can be hit by a pitch. Cinematronics also had *Up Your Alley*,its update of *Alley Master*, on the floor.

Romstar made a strong showing with *Sky Shark*, *Tournament Arkanoid*, *Bubble Bobble*, and *Hyperdyne Sidearms*. Several attendees were curious about the new *Tournament Arkanoid* game. One remarked that the original one was the best game for him since *Ms. Pac Man*, and now that collections are down, he doesn't want to lose the following it has garnered. *Sky Shark*, though, was the one operators raved about most often. *Sky Shark* has dynamic graphics and is a joy to play. Operators should take a serious look at this piece.

Capcom had its kits on display. One representative said that one of them, *Avengers*, the game that's been out since around the beginning of March, had sold between 400 and 500 games for the month. *Avengers* was one of the most popular with the children at the show. *Bionic Commandos*, however, might very well have been the show's newest item. Capcom said the games on the floor were the "first five boards in the country."

Tecmo also had kits on display. At showtime, *Solomon's Key*, which is also scheduled to be released as an upright in April, had been on the market for about two months in Japan and only four days in the United States, according to a Tecmo spokesman. The kits that are out now are for cocktail tables. Tecmo's other kit, *Tee'd Off*, won't be available until sometime in April. The kit can be used *as is* in *Birdie King* cabinets or with modifications in Universal cabinets.

One of the most interesting games on the floor was Millennium's second prototype of *Freedom Fighter*. The joystick has been changed and the slow-motion button has been moved to the panel. The most most fun feature on *Freedom Fighter* is the choice that it offers players at various junctures as well as the fact that scenes do not repeat themselves if a player finds himself going through on a second pass.

The company had some impressive coin-drop statistics for its first prototype, which had been tested at Malibu Grand Prix locations between September and January. According to the stats, the game started out at more than $500 in September, dipped to a low of $226 at about mid-cycle, and ran back up to $387 by January.

A previous prototype that has been fine tuned to its final version is *Up* Scope from Grand Products. *Up Scope* is a dedicated unit that takes players on a video submarine mission to sink an enemy fleet. A special feature of the realistic submarine-style cabinet is a built-in, pull-out step for shorter players.

Taito introduced *Darius*, a dedicated upright that should be out soon. The games features six scenes with three phases in each, for a total of 39 backdrops. What the player sees when he is playing the game is a triple screen, two of which are "half-mirror" reflectors. Stereo sound accompanies the play.

Rastan Saga, Taito's other new item on the floor, is a conversion kit that's scheduled for release in mid-April.

Sega displayed two new games, *Time Scanner* and *Alien Syndrome*, but also brought back its AMOA hit, *Out Run*, now available in a mini model as well as the other configurations. Operators seemed pleased to see a version of *Out Run* suited to smaller street locations.

There were plenty of "combat" games. SNK showed *Psycho Soldier*, in which the players are warriors who rise to fight and get back the light of the world; Nichibutsu, *Ninja Emaki*, which it had showed as an unnamed prototype at AMOA and *UFO Robo* Dangar; Konami, *Contra*; Data East, *Karnov* and *Kid Niki*. Data East also showed *Lock-On*, a dedicated upright available with detachable seat for location versatility.

A somewhat different game, however, was brought by Action Video, the Solano Beach company that started about six months ago. Action Video had its first game ever, *Surfer*, at ACME. The game is offered with or without a real surf board. The board model requires that the player manipulate the surfer on the screen by manipulating the board under his own feet.

Nintendo's *PlayChoice-10* system was on display. It's new kit *Castlevania* drew a good amount of interest. Operators have been very receptive to this system because Nintendo has priced the kits so low, it is financially feasible to try one. In fact, one operator said he bought one because the kits were priced so low, but was skeptical as to how it would earn. He went on to say he has now bought six of them and is considering more! "It's quite a deal for operators," he said. Another operator said that Nintendo was really looking out for the operators.

Bally's *Moonquake* was also a busy area for game playing as well as visiting with the furry monster, REGOR. REGOR passed out moon rocks and joked with attendees.

World Games displayed its video kits *Kyros* and *Mission 660*. In *Kyros* the hero, Mac, must free kidnapped children and travel through perils inside a castle until he reaches the devil, Kyros. World Games is a new company but its games ranked up there with the best.

Quite a few countertops were around. U.S. Games showed its *Super Duper Casino*. U.S. Games founder, Mike Pace, was the genius behind the popular *Little Casino* in the early 80s. Merit Industries had its *Trivia Whiz* and *Match 'em Up*, *Mad Adder*, *Super Top*, billed as the ultimate countertop system, and other favorites from an impressive company; and Status had its *19th Hole* and *Sure Shot*.

SMS offered several new games in its Face-To-Face system: *Victory at Sea*, *Draw Poker*, *Five Card Stud*, *Texas Hold'em*, and *Top Draw*. McClanahan Enterprises introduced its *Turbo Joker Poker*

Grayhound Electronics demonstrated the new *Pair-Off* and *New York New York* in addition to a number of its other uprights. Tekbilt, Inc. introduced its *Hi-Lo Double-Up Joker Poker*.

PINBALL

Williams was far and away the leader again at the show with its new game, *F-14 Tomcat*. When asked about the game, one operator simply replied, "Fast enough for you?" The machines were rarely vacant. Todd Erickson, in his seminar on maximizing profits with pinballs, called it the "hottest thing on the market." The game was developed by Steve Ritchie, who also designed *High Speed* and *Flash*. Erickson said he expected *F-14* to produce half-again the income that *Pinbot* produced. Erickson also spoke of the game's flipper assembly, which is wired differently to last longer.

After Williams, the opinions begin to vary. Many were interested in Data East's first try at pins, *Laser War*. Premier's *Monte Carlo* drew a steady crowd and Bally debuted its newest pin, *Hardbody*. Famous women's bodybuilder Rachel McLish, featured on the game's backglass, made a guest appearance on Saturday to sign autographs.

KIDDIE RIDES

Kiddie ride manufacturers were plentiful at this spring showing. Kiddie's of Florida, displayed its *Carousel*, *Big Foot Truck*, *Three-wheel Motorcycle* and *Pony* from its line. Many Kiddie's rides have interchangeable bodies. The company offers a limited full year warranty on all mechanical moving parts and components and maintains a full central U.S. and international warehouse for rides and components.

Ride Dynamics, the company that features Bolwell flight simulator rides from Australia, showed its *Starfighter*. The semi-enclosed ride has a recessed cockpit seating position. Its games are for children a little older than enjoy regular kiddie rides. Other rides in the line include the *Turbochopper* and *Skyhawk Raider*. New rides are on the drawing board.

Rainbow Amusement Technology Corp. featured its *Pelican*, *Donkey* and others. Many offer left-right, lateral movement and adjustable timer.

Muppets World Amusement Technology Corp. showed its *Land Eagle*, *Mickey Mouse*, *Giraffe*, *Pony-Go-Round* and more. UAI New Jersey's booth featured a new, sleek, *Hawk* motorcycle ride. Carousel International showed its popular *Junior* Carousel.

Kiddieride Exchange, now a supplier of like-new used kiddie rides, showed a space shuttle and other equipment. Kiddie Rides USA demonstrated a selection from its line of rides scaled for the young.

NOVELTIES AND SPECIALTIES

Considering all the excitement generated by the recent Final Four college basketball championships, it's no wonder that basketball shooting games draw great interest. Among those exhibited was *Pop-A-Shot*, the granddaddy of basketball shooting games. The company, by the same name, showed its original, sit-down and junior size units.

Doyle and Associates featured its *Hoop Shot*; Intermark Amusements displayed *Competition Basketball* and Smart Industries introduced its basketball game, *Shoot To Win!*

Skee Ball, a game invented in 1909, showed its universal appeal as adults and children played side by side. The company's newest game is *Hot Shot*, a micro basketball game using a blast of air to propel a soft basketball into one of three goals. It features adjustable game time from 60 to 90 seconds, a scoreboard and coin receptacle adjustable for 25 cents to $1 play. A ticket dispenser is optional.

Compuvend displayed a full line of countertop games, including its new *Love Meter*. The company offers nine countertops from heart rate units, to memory, stress and personality analyzer, all available with or without a stand. Several units can be placed together on a mounting plate that handles multiples. A pedestal base with bulk vending capability also is available.

If space is at a premium, try the *Joke Phone* from Russell Laboratories. It is wall mounted, has interchangeable tapes for family locations and adult ones. Installation is easy, requiring only a 120v AC outlet. The phones come in steel box or solid oak.

Several scales were demonstrated, among them the *Honest Weigher* from Weight Check, Inc. A reproduction of an old-time scale, it is made of steel-heavy plastic and brings a nostalgic return to yesteryear while appealing to the health and diet-conscious 1980's. The scale weighs just 82 pounds and comes in the primary colors: red, yellow and blue.

Johnston Products exhibited its *Big* Top, a combination shooting game and gumball vendor. A mechanical game, it offers the player ten shots fired at moving targets and vends a choice of gum, candy or toys.

Movie Hut showed its *Pirate Parrot* egg dispensing unit and *Tobi Robot* that vends stickers. Tobi is available in red, purple, blue and green.

Seel Novelties introduced its *Express Video*, a video cassette recording and playback booth that features a 14-inch color monitor, solid state camera, stereo capability and color balanced lighting. A validator for $1 and $5 is included.

Multi Tech Communications demonstrated its *Coin Racer*, a domed unit designed for use at children's stores, shopping malls, arcades, schools, movie theaters, bowling alleys and other locations. *Coin Racer* works on gravity and inertia working together in a vortex. Most often used as a fund raising tool, it draws interest from adults and children alike.

All American Amusement showed *Super Flipp*, a mini pinball with gumball dispenser as part of the unit.

In our next issue we will have a detailed report on cranes, crane suppliers, and operator comments at ACME.

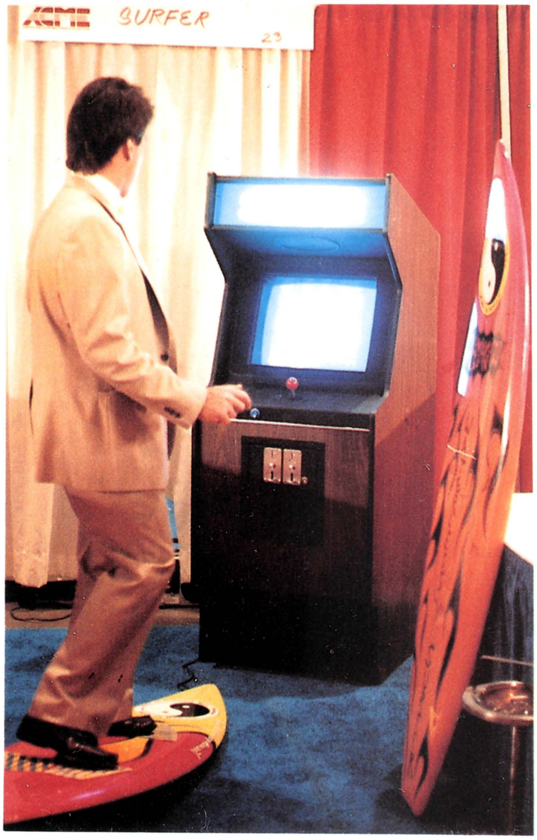
Out Run
SEGA
Out Run
CALIFORNIA
2CLG604

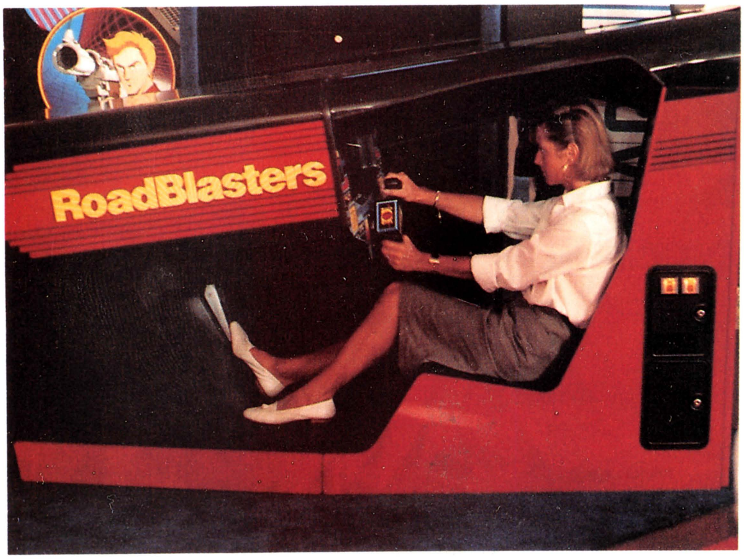
Sega's *Out Run*, successful again.

SHOOT TO WIN!

Show attendees, left to right: Chris Bruck, Sonny Queck, Alan Bruck, Doug Wilson and Don Bremer.

Action Surf Video introduced *Surfer*, a video that comes with surfboard.


ACME SURFER
23


RoadBlasters

Road Blasters from Atari drew large crowds.

EAST
TODAY'S BEST

Data East's first entry into pinball, *Laser War*, gets attention as well as the display of pinball technology.

SOFTWARE TITLES
PlayChoice-10

Nintendo's *Play Choice-10* has games for the whole family.

PlayChoice-10
PlayChoice-10

Brian Duke of Nintendo, right, playfully "holds up" John Glazer of Circle K Stores.

KYROS
KYROS

Sam Franklin of World Games with new kit, *Kyros*.

SUPER POKER
DOUBLE UP

Grayhound games are shown by, left to right: Chuck Korzen, Dominick Puma, Dan Dinnebeil and Bob Chapman.

Atari's booth included *Rolling Thunder*.

ROLLING THUNDER

A Pressed Penny Souvenir

Play Meter's Renee Pierson, right, and Nick Conrad of Centek by the *Pressed Penny Souvenir*.

CASTLEVANIA

A distributor plays Nintendo's *Castlevania*.

Bud Yeoman, left, and Jack Clair at the Movie Hut booth.

WINNERS
WINNERS
MONTE CARLO
Gottlieb

Premier's *Monte Carlo* features a roulette wheel on the playfield.

Nichibutsu
U.S. NATIONAL Video Game Team

U.S. National Video Game Team member plays Nichibutsu's *UFO Robo Dangar*.

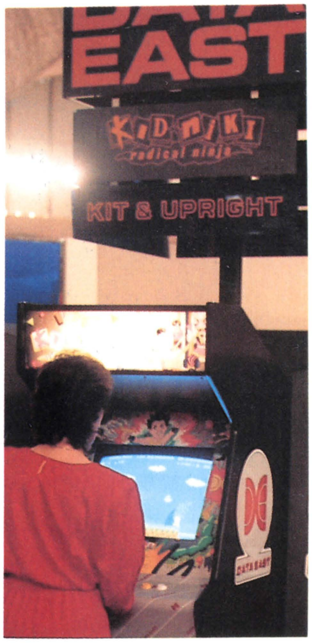
HARDBODY
Bally MIDWAY

Bally Midway introduced *Hardbody* with Rachel McLish on the backglass.

WEIGHT CHECK, INC.

Daniel Slater of Weight Check and his newest product, *Honest Weigher*.

Data East showed *Kid Niki*, played here, plus *Karnov* and *Lock-On*.


DATA EAST
KID NIKI radical ninja
KIT & UPRIGHT

A Pressed Penny Souvenir
PLAY METER

Joe Peters and his wife, Felicia, try Centek's *Pressed Penny Souvenir*.

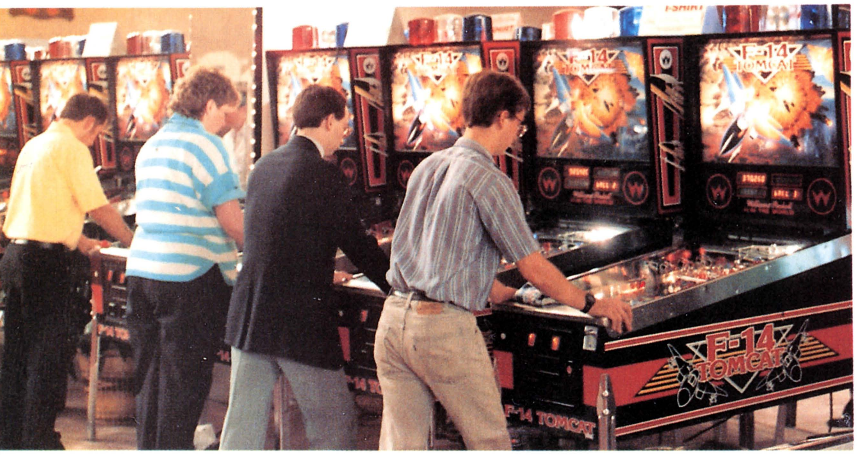
Lee Rosenzweig at the Coin Machine Distributors booth with the Veryfine fruit juice vendor.

Veryfine
fruit juice
and refreshing Juice drinks!

MOONQUAKE
Bally SENTE

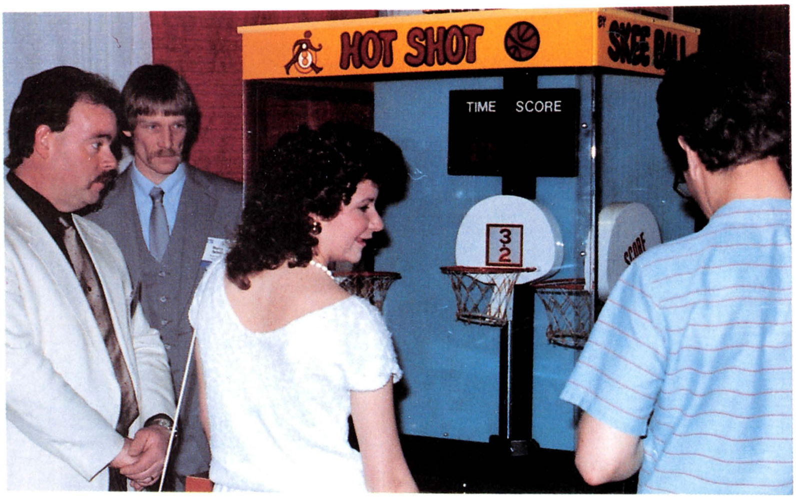
Bally Sente's *Moonquake* game is the first for the new Super System.

Buzz Bruner, left, of Tekbilt, with Benoit Cadrin of Ben Amusements.

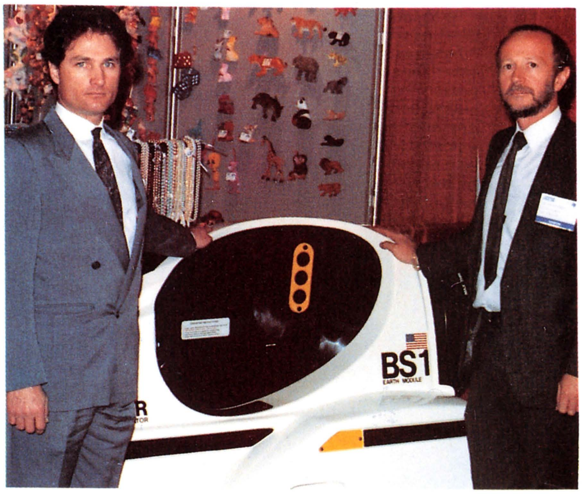

F-14 TOMCAT
F-14 TOMCAT

Williams featured its fastest pinball, *F-14 Tomcat.*

Gathering at the Romstar booth are, left to right: Joyce Kahler, Ron Carrera and Robert Betti.


HOT SHOT
SKEE BALL
TIME
SCORE
SCORE

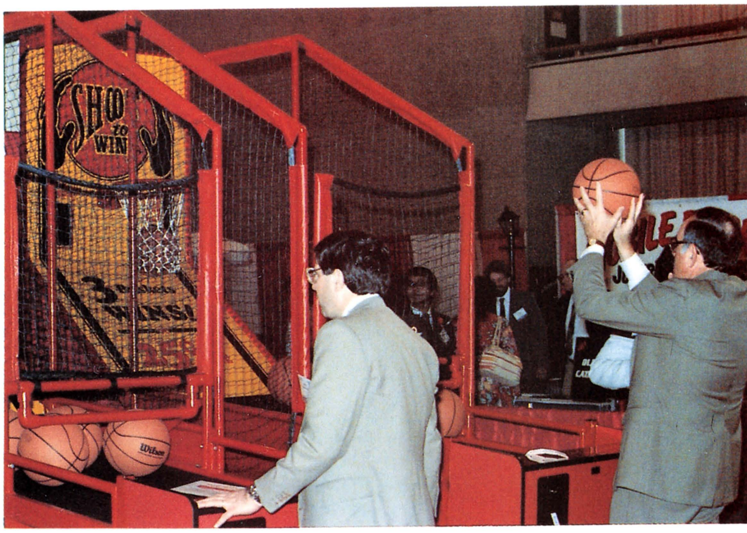
Players try Skee Ball's skill micro basketbnall game, *Hot Shot.*



Courtney King, left, and Lindley Hughes of Ride Dynamics show off the *Starfighter* child's flight simulator.

Register to win one of 6 Mecca Mini Televisions
to be given away 2 each day!
.One at 3pm .One at 5pm
Kane
DISTRIBU
Now has 2 Great Loca
Hattiesburg

Left to right at the Kane Distributing booth: Charles Gleason, Marissa Kane, Bill Horoszko, Larry Macaluso and George Kane, Sr., seated.

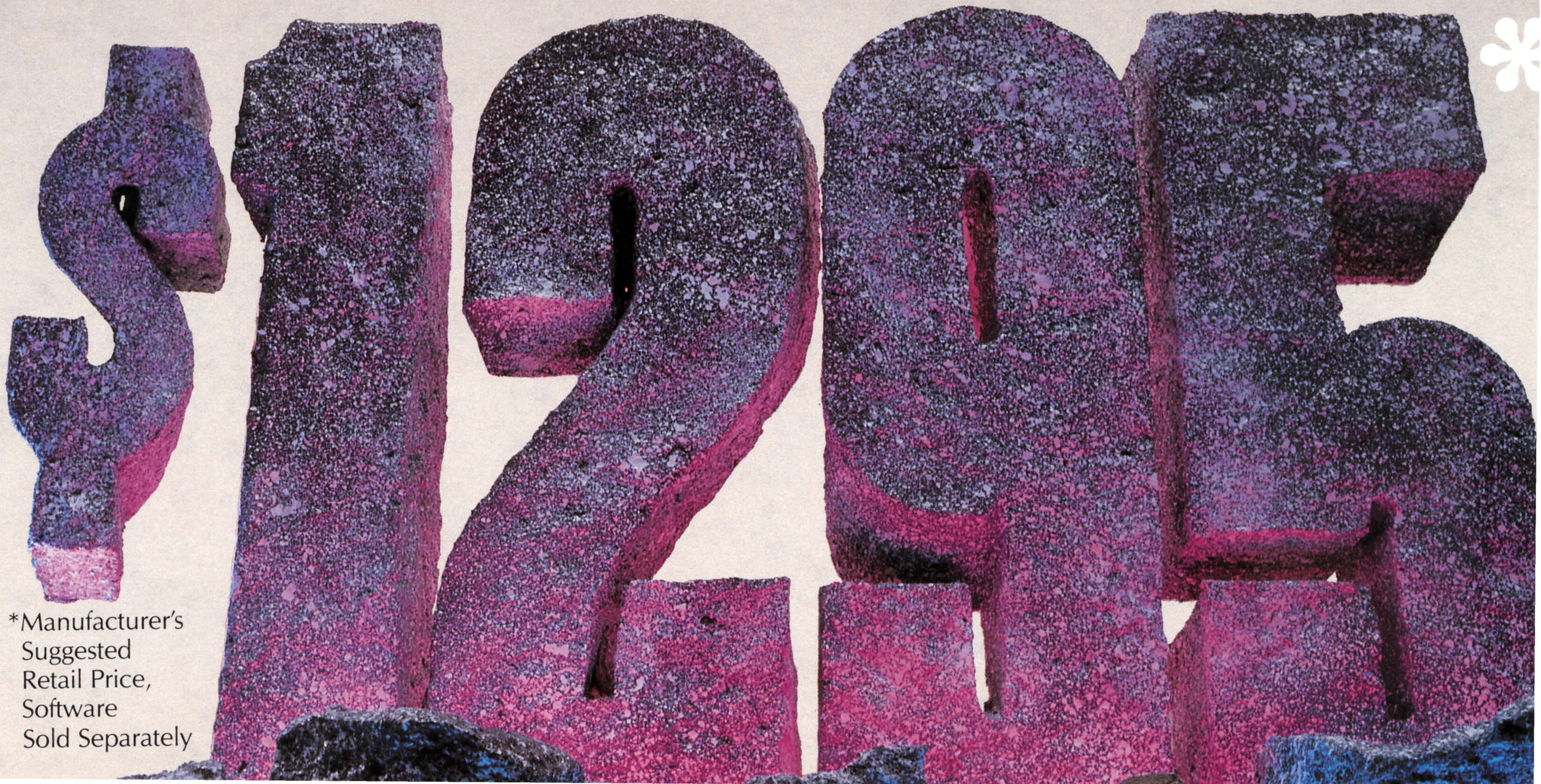

SHOOT TO WIN

Smart Industries introduced its *Shoot To Win!* basketball game.

Bally
SENTE™

ANNOUNCES

THE ROCK BOTTOM PRICE!



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INTRODUCING

THE SENTE SUPER SYSTEM™

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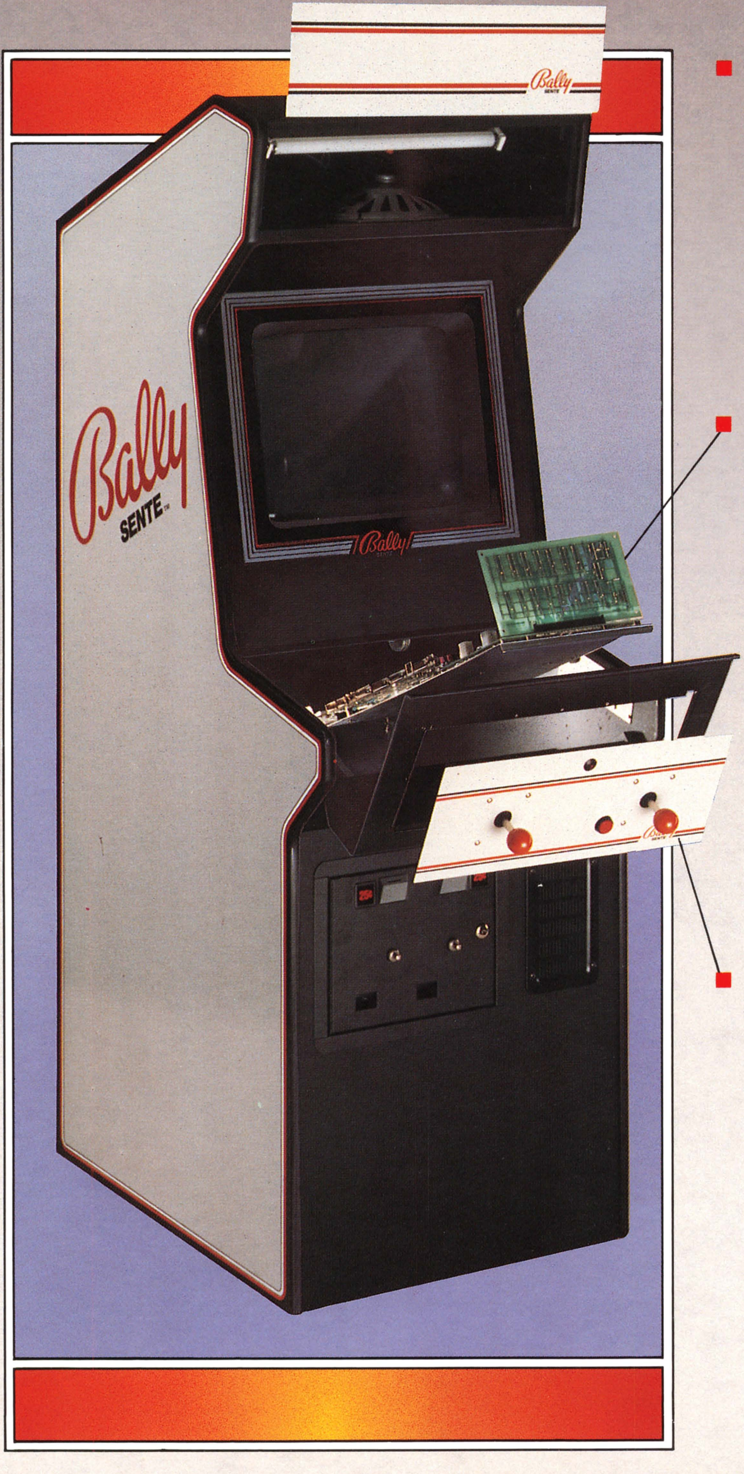

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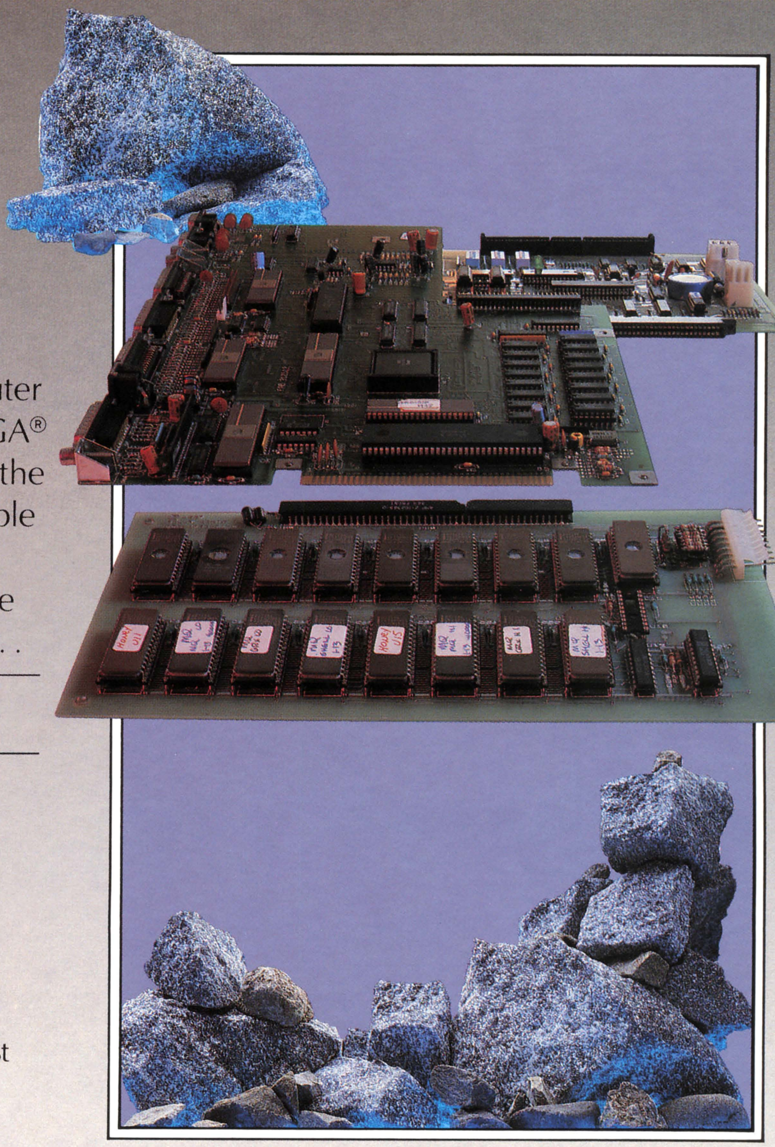
- Sente continues to bring you the value of a unique control panel with each kit for more diversified game play.



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- At the heart of the **Super System** is the state-of-the-art Commodore AMIGA® Computer.* There's never been a computer with this kind of speed and agility. AMIGA® combines speed and power to produce the finest graphics and audio features available today. See it for yourself. There is no comparison! Best of all, a new mainframe with all the latest features sells for only . . .

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Bally
Bally

- Cocktail Table Also Available!

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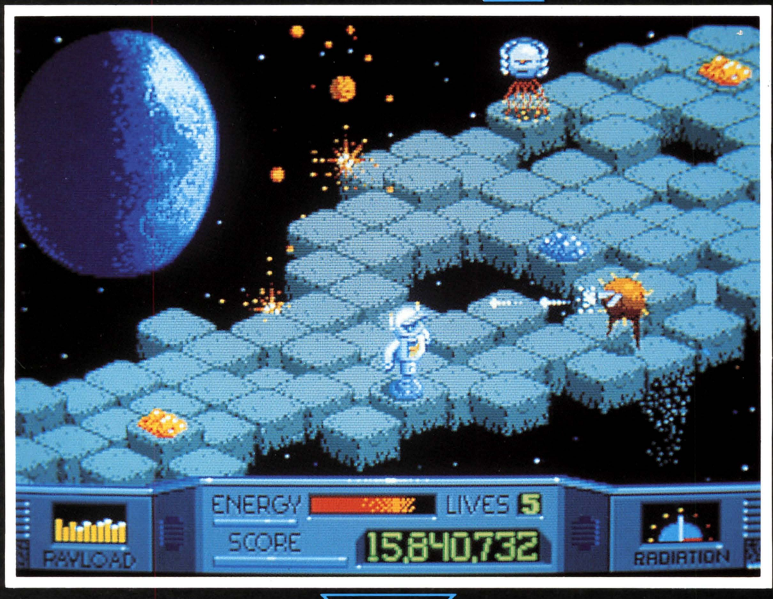
MOONQUAKE™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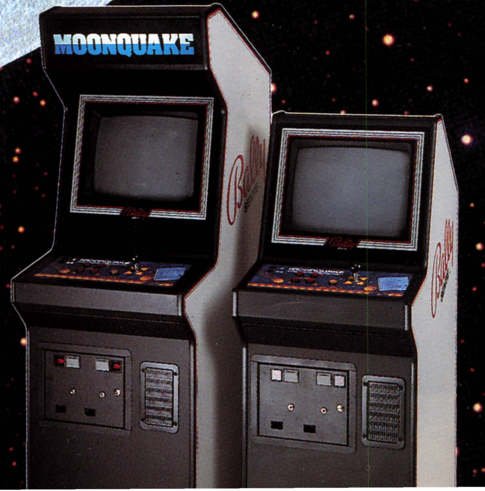

Bally
SENTE™

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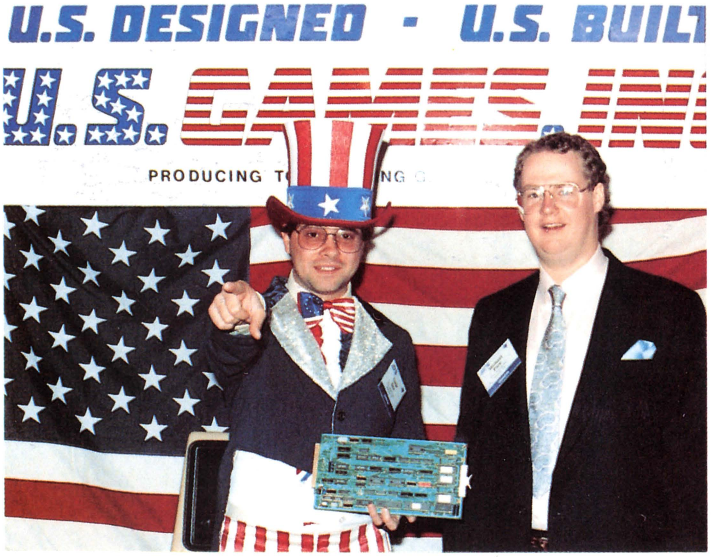
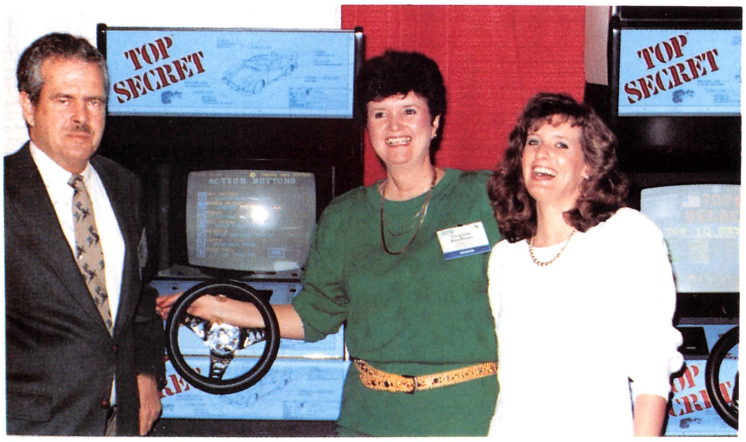

U.S. DESIGNED - U.S. BUIL
U.S. GAMES, IN
PRODUCING T NG

Mike Pace, right, of U.S. Games, welcomed special guest, Uncle Sam.

UP SCOPE
UP SCOPE

A young teen tries out Grand Products' *Up Scope*.


TOP SECRET
TOP SECRET

The Kauffman family exhibits Exidy's *Top Secret*. Left to right: Pete, Virginia and Amber Kauffman.

CASTLEVANIA

Leave it to Brian Duke of Nintendo to borrow his competition's model, Belinda, to show off *Castlevania*.

An exhibitor plays Tecmo's *Tee'd Off* in console cabinet.

Nicholas Erickson uses body English on *Skee Ball*.

SKEE BALL
SKEE 040 BALL
180
130
10

ACME ROUNDUP

COMPUVEND
ASTRO
DAILY FORECAST & LUCKY LOTTO
YOUR HEART RATE AT YOUR FINGERTIP
HEART RATE

Mark Fralin, left, of Top Notch Amusement in Troutville, Va. and Geri Canter of Compuvend.

ROMSTAR
SKY SHARK
ROMSTAR

Tim Jackson of Romstar demonstrates *Sky Shark*.

EN COIN MACHINE DIST.
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SECOND CHANCE

Jay and Jackie Mars welcome visitors to the Green Coin Machine booth.

Jim Pietrangelo of SMS with the *Face To Face* system.

ENT PARTNER
ER SOFTWARE
HE OPERATOR
IBM compatible

Ted Furkin, left, and Len Smikun of All Star Vending show the Silent Partner software system.

BIONIC
LEGEND

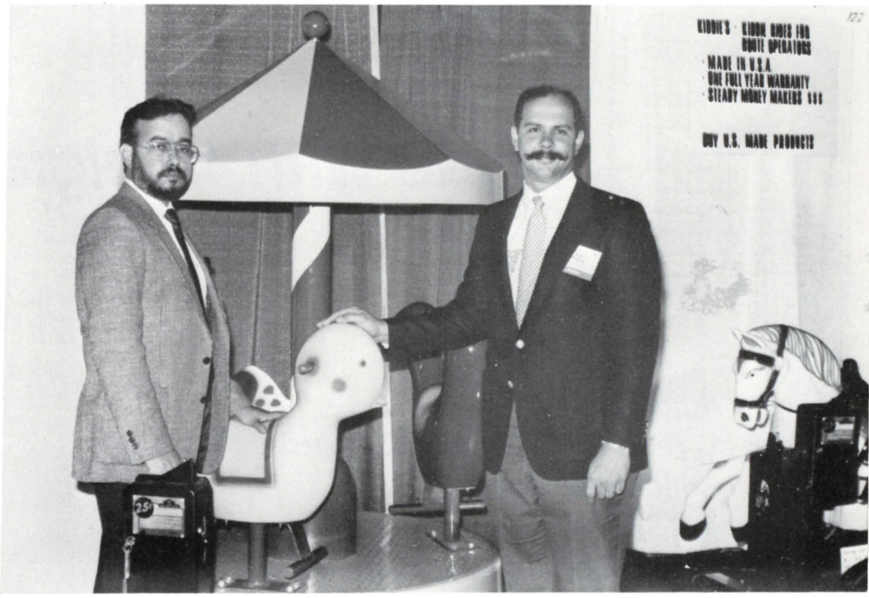
Little Jason Steigner of Houma, La. reaches for controls of Capcom's *Bionic Commandos*.

Veryfi
CHAN
freshi

Bill Wood, left, and Jay Wood at Ardac's booth.

Erik Rubin, left, and Boris Goldberg with Rainbow Amusement kiddie rides.

Karen Veatch of Carousel International, left, discusses product line with Bryan Genco of Genco's Amusement in Boglusa, La.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STEADY MONEY MAKERS $$$
BUY U.S. MADE PRODUCTS
25¢

Eric Torres, right, and Manuel Ramos of Kiddie's of Florida with Kiddie's *Carousel.*

POP-A-SHO
BASKETBA
AMERICA'S "HOT
SKILL GA
HIGH PROFITS

Pop-A-Shot draws equal interest from adults and children.

Cougar Darts

Emil Marcet, left, and James Griffiths man Valley's booth of dart games and pool tables.

ANNOUNCING

THE LOWEST PRICE IN THE COUNTRY!

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Made with "Belgian Mechanism"

THE SKILL
CRANE

Adjustable Claw
1-Year Warranty on PC Board
Solid-State Board
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LED Problem Detector (pinpoints which circuits to troubleshoot)
Credit Accumulator
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Stainless Steel Top—Won't Wear Out!

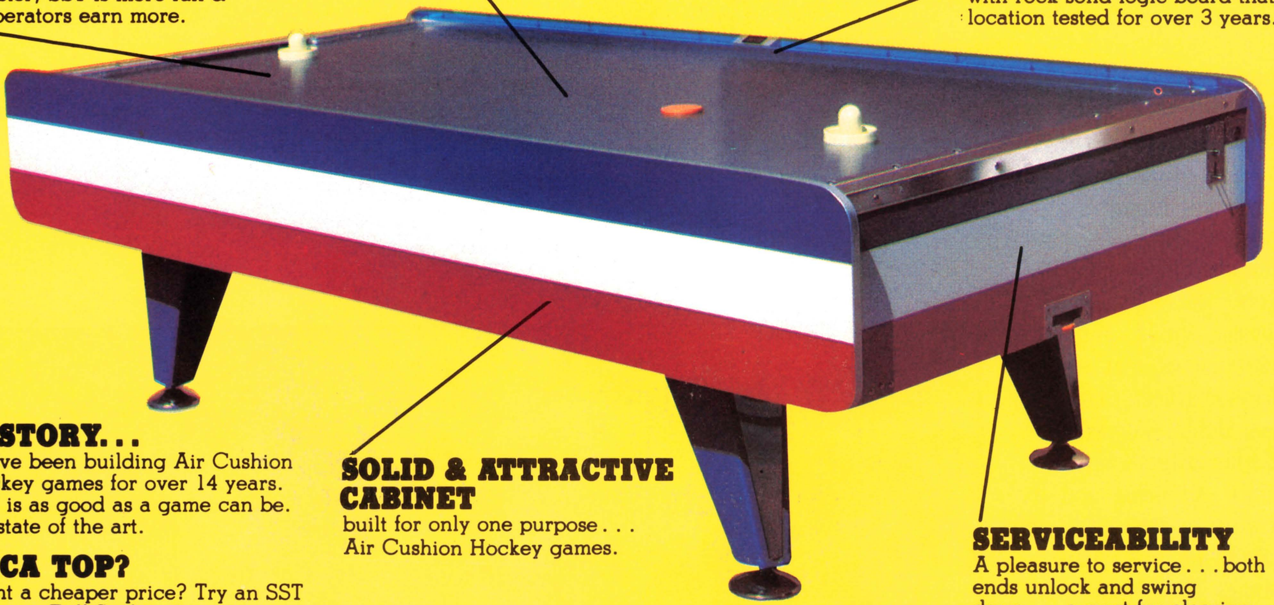
Imagination Leisure's SST Will Earn Top Money Year After Year And SST's Stainless Steel Top Just Won't Wear Out!

SST is the industry standard in air cushion hockey games. It's durably built to outlast all others and is a top money earner in all types of locations. SST now comes with digital scoring and a new field-tested logic system. It includes features that operators want for service-free operation. It's durably built to last forever.

PLAY APPEAL...
Wide goals make scoring easier . . . faster, SST is more fun & operators earn more.

STAINLESS STEEL TOP...
THAT WON'T WEAR OUT.

DIGITAL SCORING...
with rock solid logic board that's location tested for over 3 years.



HISTORY...
We've been building Air Cushion Hockey games for over 14 years. SST is as good as a game can be. It's state of the art.

SOLID & ATTRACTIVE CABINET
built for only one purpose . . . Air Cushion Hockey games.

SERVICEABILITY
A pleasure to service . . . both ends unlock and swing down . . . a must for clearing junk from goals . . . clear plastic goal covers show any stoppage at a glance. Blower accessed easily through filter door.

MICA TOP?
Want a cheaper price? Try an SST with our Tuff Surface brown mica top. It's not nearly as good as Stainless Steel, but it's available if you want it.

SST SPECIFICATIONS

103″ x 50″ . . . . 450 lbs.
262 cm x 127 cm . . . . 205 kg.

SST FEATURES:

- Operates of combination of adjustable Time and Scoring.
- Automatic Scoring with Game Over Light.
- Automatic Puck Lock-in at end of game.
- Meter, secure "safe" cash box, indestructible All Steel Legs & Levelers, mil-spec Aluminum Rails & Goals all standard.
- Super-hard Durable Pucks & Hi-Profile Goalies.

WANT TO SEE SST IN ACTION?

Look In At:

- Disneyland • Disneyworld • Show Biz Pizza
- Malibu Grand Prix • Putt Putt Golf & Games
- Pizza Time • Chucky Cheese
- Tokyo, Paris, London, Djarkarta & Thousands of Arcades & game rooms throughout the world.

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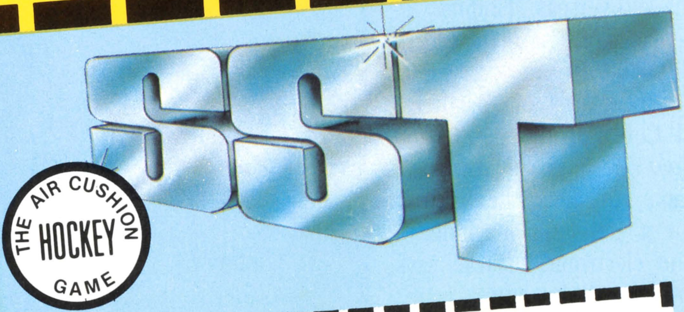
251 DIXON AVENUE AMITYVILLE, N.Y. 11701
(516) 842-4242
Telex 143176

Imagination Leisure, Inc. Is The Successor To U.S. Billiards


SST
THE AIR CUSHION HOCKEY GAME

$1895 STAINLESS STEEL TOP **$1695** MICA TOP

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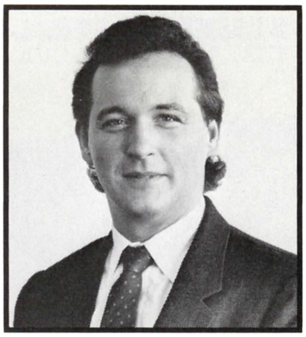
SHIPPING ADDRESS __________ STATE __________ ZIP ______
CITY ______________________________
TELEPHONE ______________________________

COD's will not be accepted by Imagination Leisure. Outside USA please specify voltage, cycles & coinage. Prices FOB Chicago. Prices subject to change.

Gamemasters calls its 'niche' products a success



Mike Macke

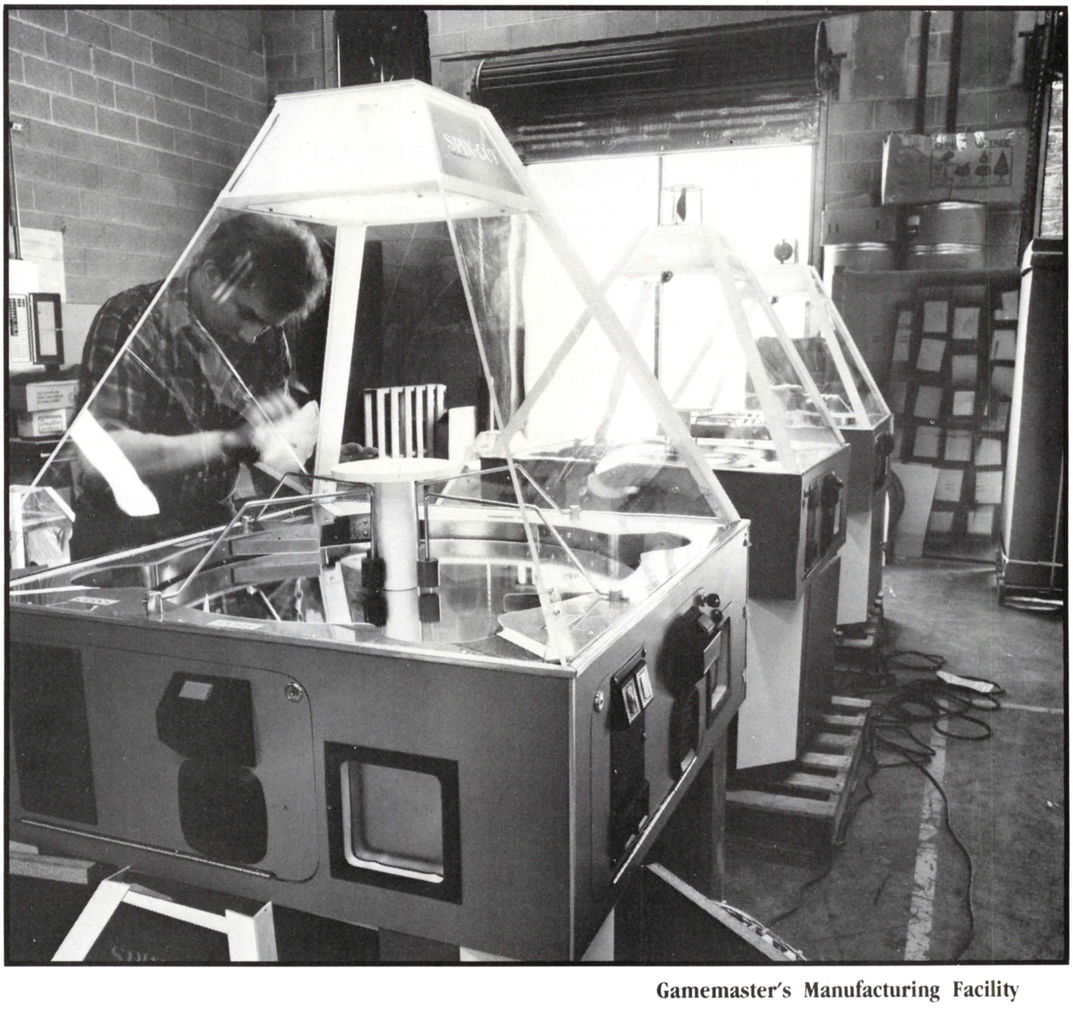
Al Cofer

When Mike Macke opened the doors to Gamemasters in June 1986, he had no intention of competing with video game manufacturers or pinball makers. His objective was to design, build, and market games that would address markets that other games don't address.

Gamemasters's first product, *Spin-Out,* and its follow-up, a cocktail version of *Spin-Out,* are rotary machines that Macke says push the merchandising craze beyond cranes. According to Macke, the demand for such machines has been around, but the only games available were made overseas. Finding replacement parts was difficult.

Macke and his partner Al Cofer produced *Spin-Out,* a 4-player rotary game, to meet the need for a U.S.-built machine. The electronics, Macke says, are accessible, and Gamemasters has included an extra circuit board in the cage.

Cofer says Gamemasters is introducing a self-loader in the cocktail version.



Gamemaster's Manufacturing Facility

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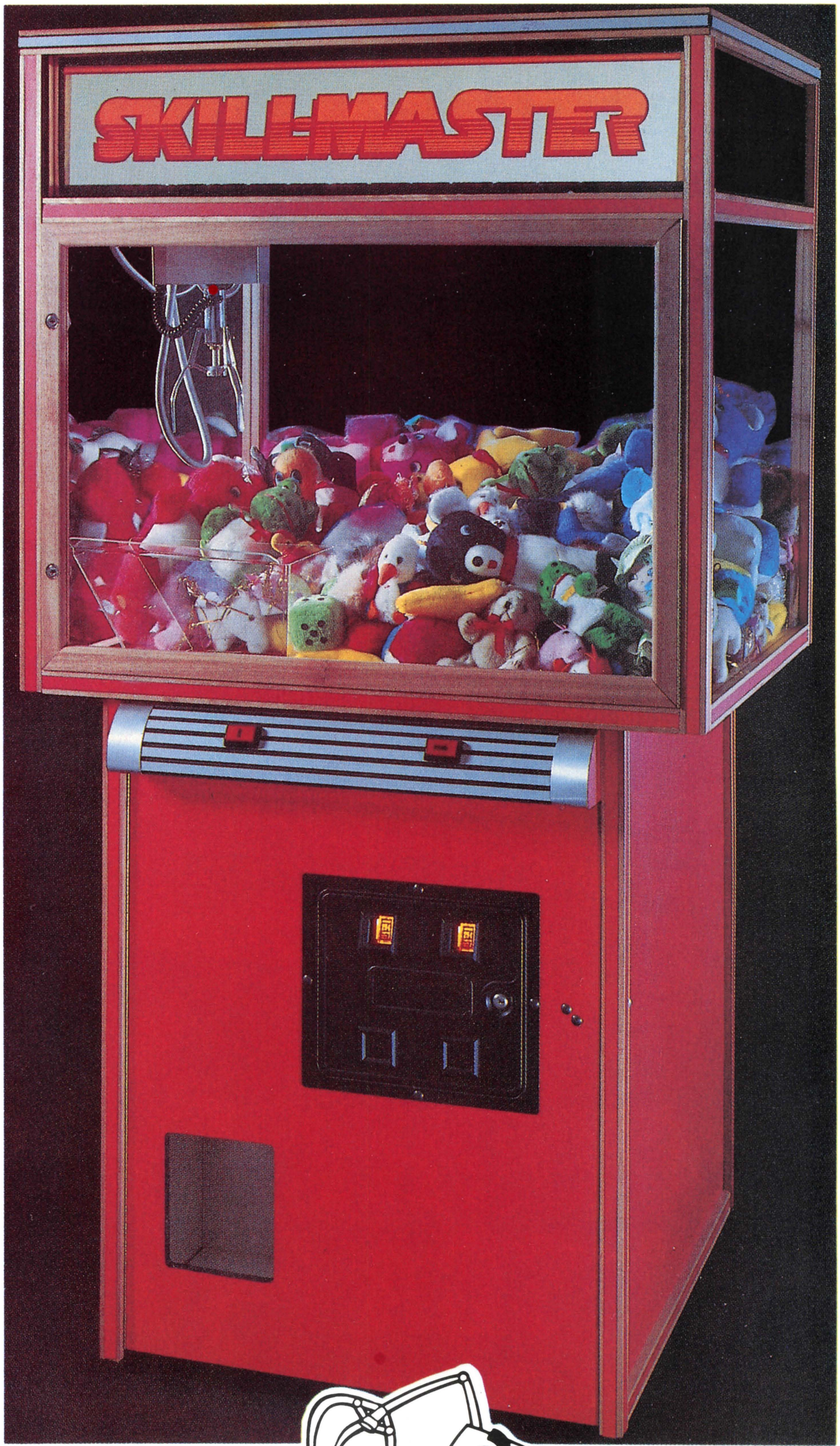
$1695



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- Joy Stick Option Available
- Jumbo SKILL-MASTER Available
- Dimensions: Height 74½″
  Depth 33″
  Width 30″ (bottom)
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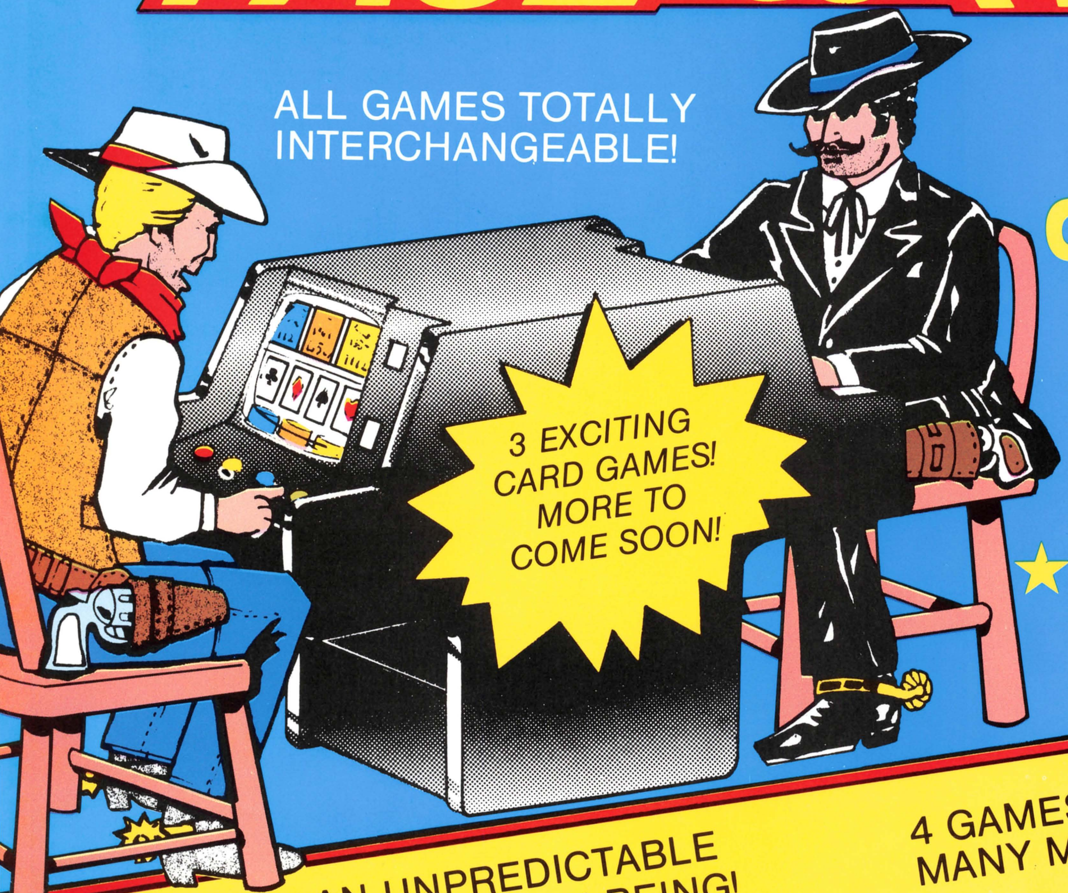
FACE to FACE

ALL GAMES TOTALLY INTERCHANGEABLE!


3 EXCITING CARD GAMES! MORE TO COME SOON!

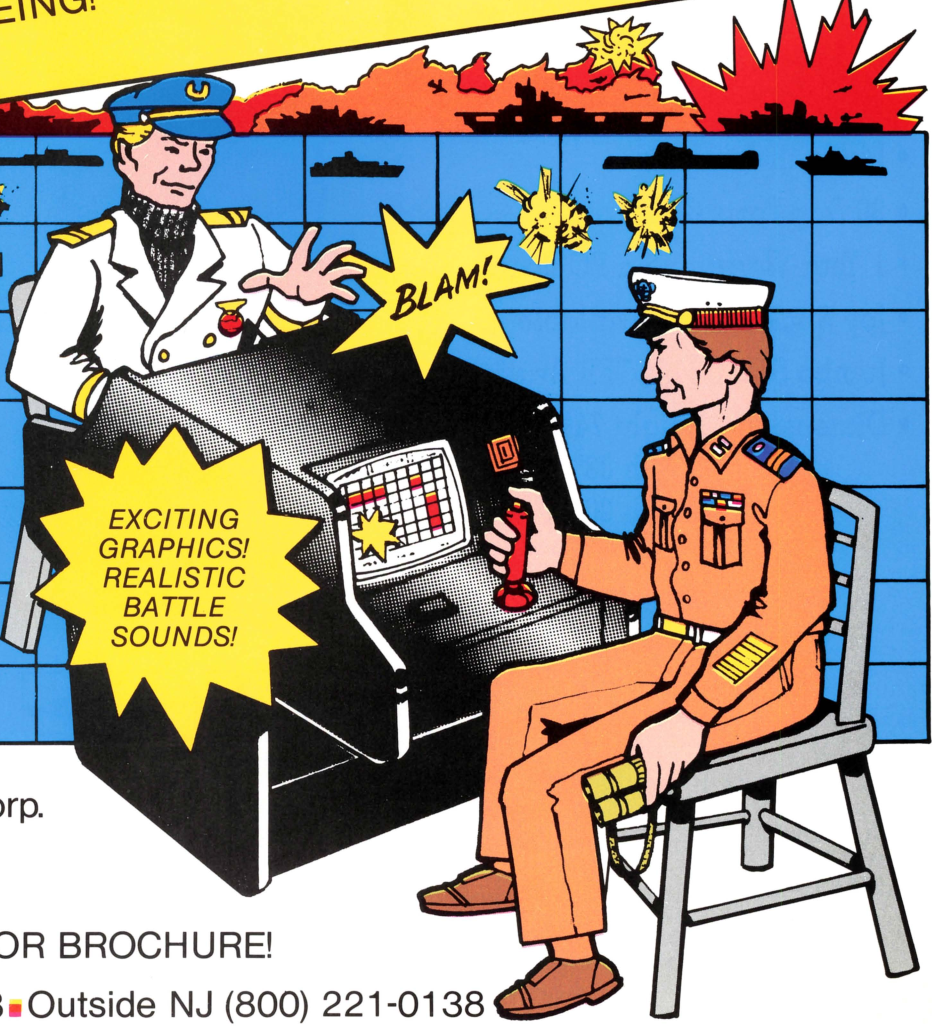
2 PLAYER VIDEO COMPETITION SYSTEM

- ★DRAW POKER
- ★5 CARD STUD
- ★TEXAS HOLD'EM

PLAY AGAINST AN UNPREDICTABLE FORCE . . . ANOTHER HUMAN BEING! NOT A COMPUTER!

4 GAMES AVAILABLE NOW! MANY MORE TO COME!

VICTORY AT SEA


BLAM!
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Encinitas, CA 92024
(619) 943-0975

Atari Games
675 Sycamore Drive
Milpitas, Ca 95035
(408) 434-3700

Bally Midway
10601 W. Belmont Avenue
Franklin Park, IL 60131
(312) 451-9200

Bally Sente
1289 Anvilwood Avenue
Sunnyvale, CA 94089
(408) 744-1414

Capcom
1283-C Mountain View/Alviso Road
Sunnyvale, CA 94089
(408) 745-7081

Cinematronics
1841 Friendship Drive
El Cajon, CA 92020
(619) 562-7000

Colorado Game Exchange
1537 W. Alameda Avenue
Denver, CO 80223
800/525-2703
(303)777-3500

Coin-It
4380 N.W. 72nd Avenue
Miami, FL 33166
(305) 593-5111

Coin Machine Distributors
425 Fairview Park Drive
Elmsford, NY 10523
(914) 347-3777

Data East USA
470 Needles Drive
San Jose, CA 95112
(408) 286-7074

Dynasoft
3218 McConnell Street
Joplin, MO 64801
(417) 781-2212

Dynamo Corporation
2525 Handley-Ederville Road
Richland Hills, TX 76118
800/527-6054
(817) 589-7699

Exidy
42680 Christy Street Fremont, CA 94538
(415) 490-7660

Funai/ESP, Inc.
3111 S. Valley View, Bldg. E120
Las Vegas, NV 89102
(702) 362-4402

Game Plan
1515 W. Fullerton
Addison, IL 60101
(312) 628-8200

Game Operators Corporation
1617 W. Harry
Wichita, KS 67213
(312) 267-7371

Grand Products
775 Nicholas Blvd.
Elk Grove Village, IL 60007
(312) 593-2770

Grayhound Electronics
Rt. 37 & Germania Station Road
Toms River, NJ 08753
800/222-0491
(201) 341-5200

Komax, Inc.
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Norwood, MA 02602
800/461-9908

Konami, Inc.
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Wood Dale, IL 60191
(312) 595-1443

McClanahan Enterprises
Route %
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Memetron
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Elk Grove Village, IL 60007
(312) 595-2828

Merit Industries
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(215) 639-4700

Millennium Game Products
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Woodland Hills, CA 91367
(818) 340-6750

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Nichibutsu USA
15737 S. Garfield Avenue, Unit 18
Paramount, CA 90723
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Nintendo of America
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Redmond, WA 98052
(206) 882-2040

Nova Games
180 Graveline
St. Laurent, Quebec H4T 1R7
(514) 342-5990

NSM
5207 N. Rose
Chicago, Il 60656
(312) 992-2280

PGD-Progressive Game Distributors
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El Cajon, CA 92020
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Premier Technology
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Romstar
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SEGA ENTERPRISES, INC. USA
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San Jose, CA 95131
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SUN CORPORATION OF AMERICA
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Elk Grove Village, IL 60007
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TAITO AMERICA CORPORATION
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Wheeling, IL 60090
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Van Nuys, CA 91406
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ZACCARIA
Contact: Bhuzac International
384-A Foster City Blvd.
Foster City, CA 94404
(415) 341-5200

Directory notice:

☑ Look for the Play Meter Directory this summer

An extra "perk" of your annual subscription is this special directory edition.

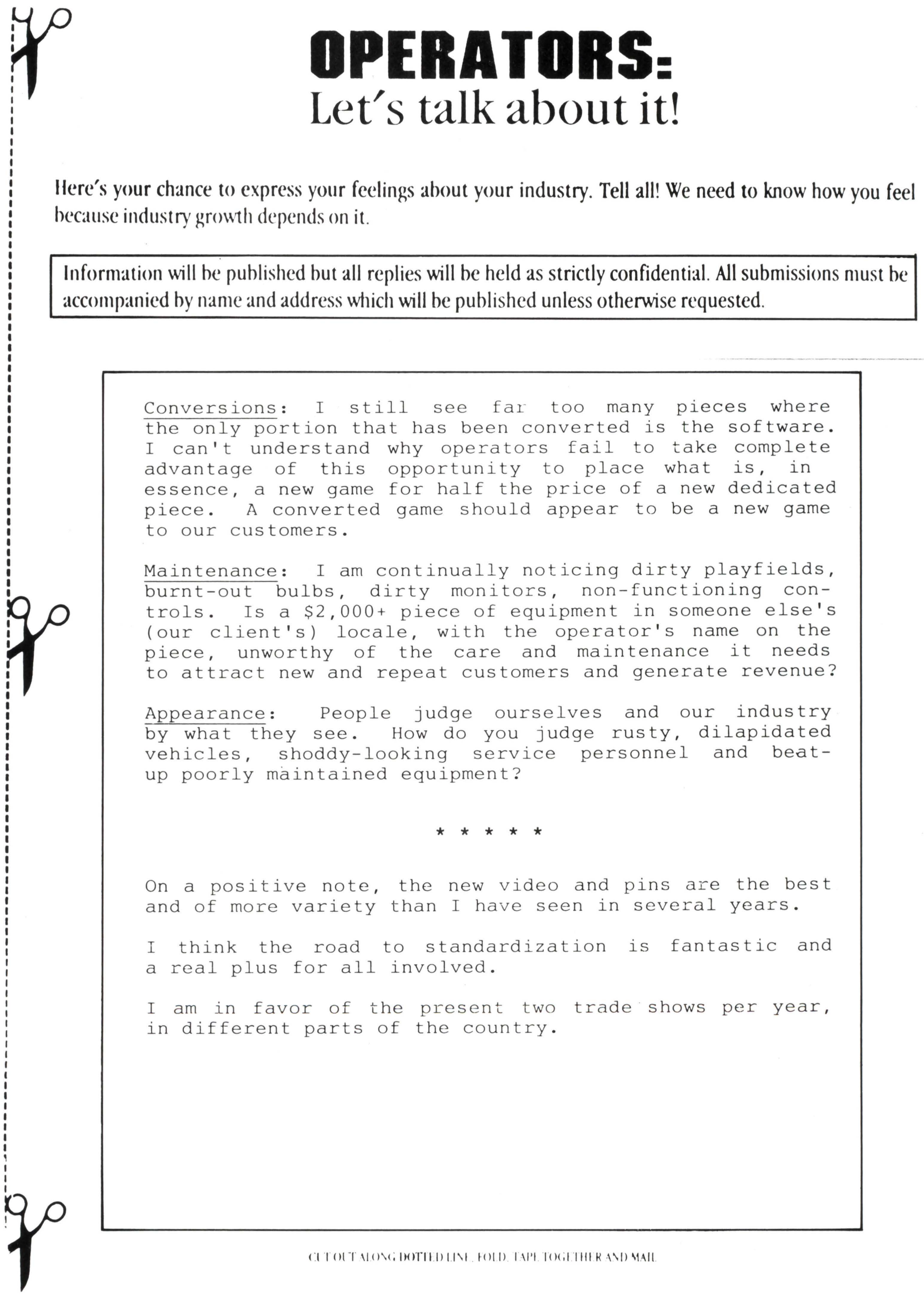
If you have not already returned your company questionnaire, please do so immediately in order to be included.

If you are a brand new company, send the name, address, phone and list of key personnel to:

Play Meter
P.O. Box 24970
New Orleans, LA 70184

Don't be left out!

An operator's response is reprinted here, exactly as written, because the industry needs to know how the operators feel.



OPERATORS:
Let's talk about it!

Here's your chance to express your feelings about your industry. Tell all! We need to know how you feel because industry growth depends on it.

Information will be published but all replies will be held as strictly confidential. All submissions must be accompanied by name and address which will be published unless otherwise requested.

Conversions: I still see far too many pieces where the only portion that has been converted is the software. I can't understand why operators fail to take complete advantage of this opportunity to place what is, in essence, a new game for half the price of a new dedicated piece. A converted game should appear to be a new game to our customers.

Maintenance: I am continually noticing dirty playfields, burnt-out bulbs, dirty monitors, non-functioning controls. Is a $2,000+ piece of equipment in someone else's (our client's) locale, with the operator's name on the piece, unworthy of the care and maintenance it needs to attract new and repeat customers and generate revenue?

Appearance: People judge ourselves and our industry by what they see. How do you judge rusty, dilapidated vehicles, shoddy-looking service personnel and beat-up poorly maintained equipment?

* * * * *

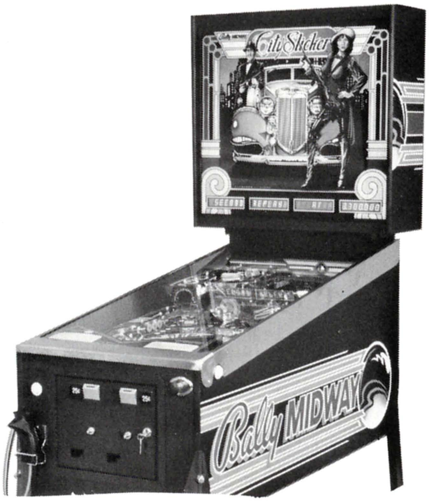
On a positive note, the new video and pins are the best and of more variety than I have seen in several years.

I think the road to standardization is fantastic and a real plus for all involved.

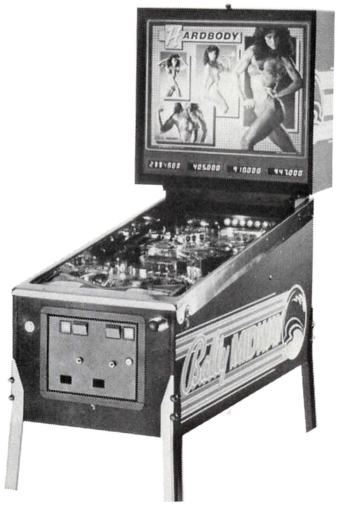
I am in favor of the present two trade shows per year, in different parts of the country.

CUT OUT ALONG DOTTED LINE, FOLD, TAPE TOGETHER AND MAIL

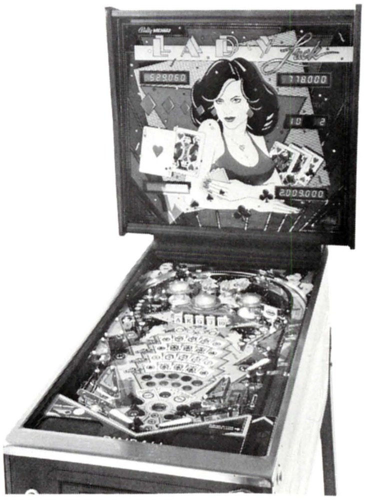
PINBALL


City Slicker
Bally MIDWAY

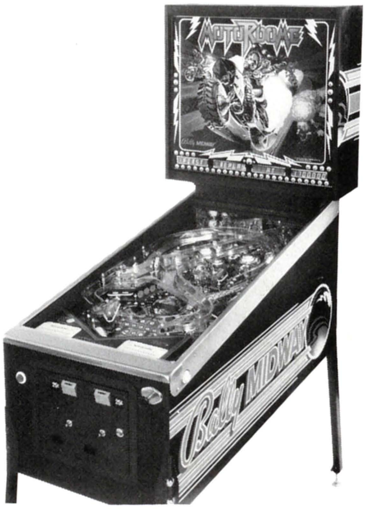
Bally Midway
City Slicker '87


HARDBODY
Bally MIDWAY

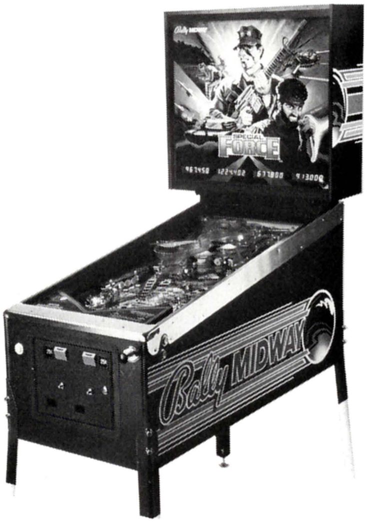
Bally Midway
Hardbody '87



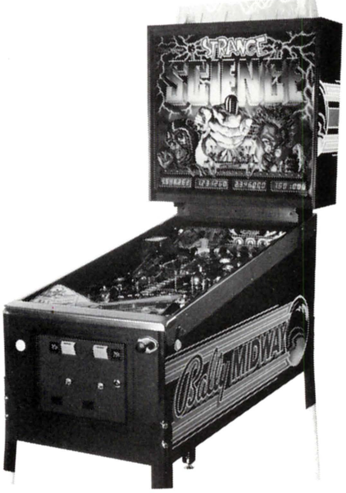
Bally Midway
Lady Luck '86


MOTORDOME
Bally MIDWAY

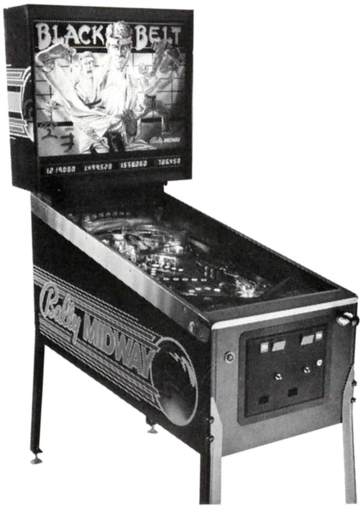
Bally Midway
Motordome '86


SPECIAL FORCE
Bally MIDWAY

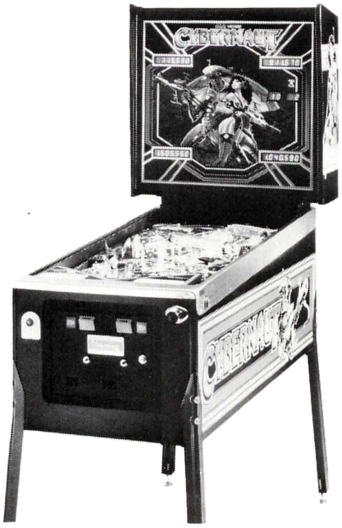
Bally Midway
Special Force '86


STRANGE SCIENCE
Bally MIDWAY

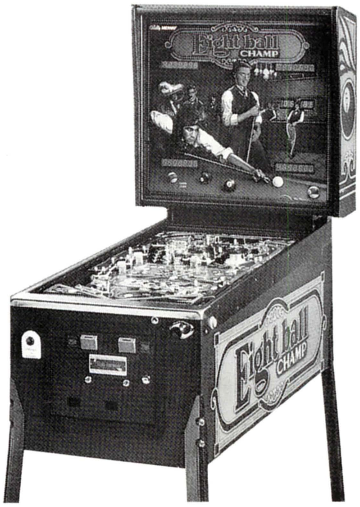
Bally Midway
Strange Science '86


BLACK BELT
Bally MIDWAY

Bally Midway
Black Belt '86


CYBERNAUT
CYBERNAUT

Bally Midway
Cybernaut '85


Eight ball CHAMP
Eight ball CHAMP

Bally Midway
Eight Ball Champ '85

PINBALL

Bally Midway
Fireball Classic '85

Data East USA
Laser War '87

Game Plan
Loch Ness Monster '86

Game Plan
Andromeda '85

Game Plan
Cyclopes '85

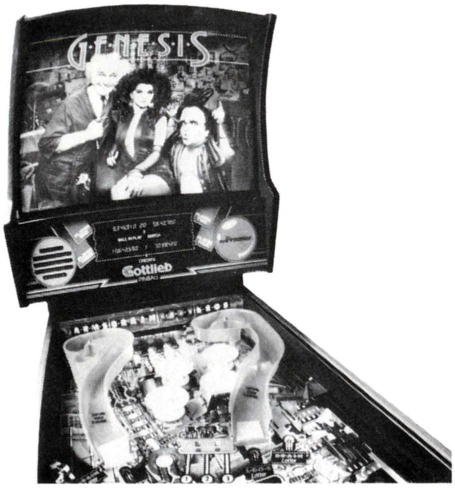
Game Plan
Captain Hook '85

Game Plan
Lady Sharpshooter '85

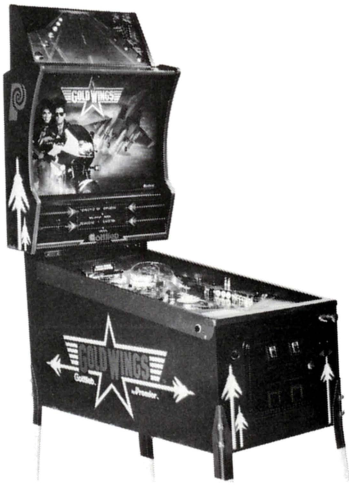
Grand Products
301 Bullseye

Premier Technology
Monte Carlo '87

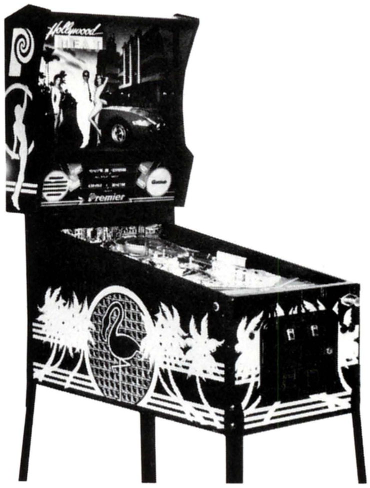
PINBALL


GENESIS
Gottlieb
Premier

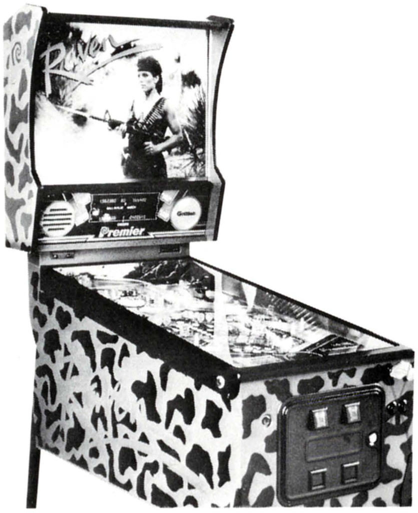
Premier Technology
Genesis '86


GOLD WINGS
Gottlieb
Premier

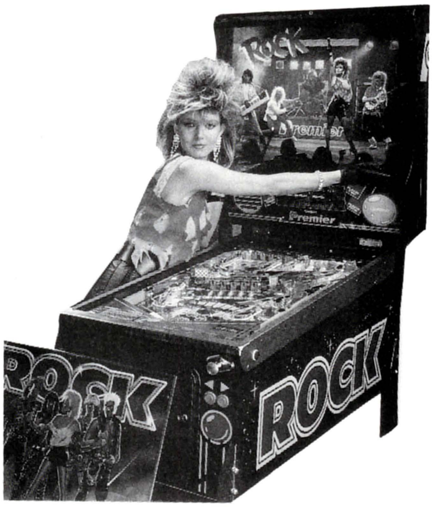
Premier Tchnology
Gold Wings '86


Hollywood
Premier

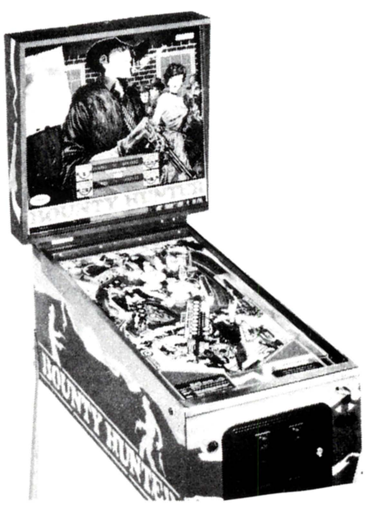
Premier Technology
Hollywood Heat '86


Raven
Premier
Gottlieb

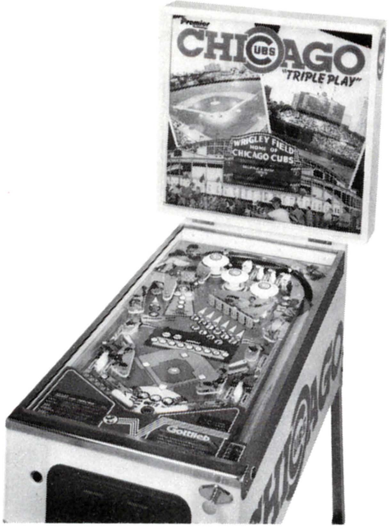
Premier Technology
Raven '86


ROCK
Premier
ROCK
ROCK

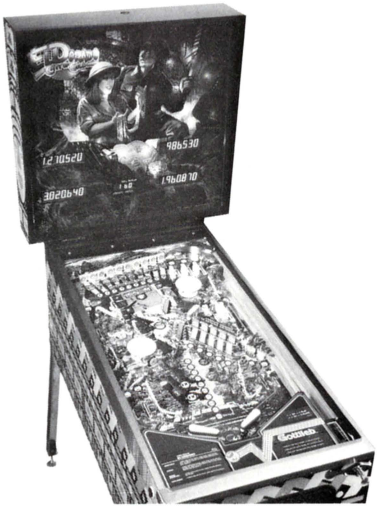
Premier Technology
Rock Encore '86
(booster-pack kit)


BOUNTY HUNTER

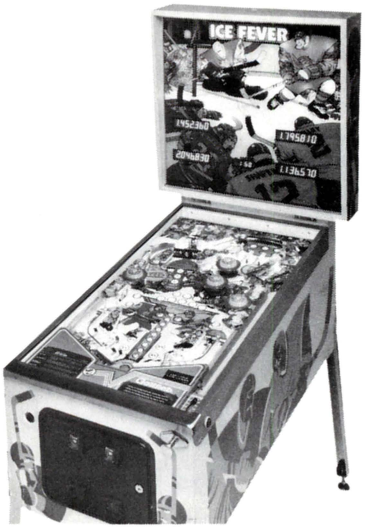
Premier Technology
Bounty Hunter


Premier
CHICAGO
CUBS
"TRIPLE PLAY"
WRIGLEY FIELD
HOME OF
CHICAGO CUBS
Gottlieb
CHICAGO

Premier Technology
Chicago Cubs Triple Play '85


1230520
986530
3020640
1960870
Gottlieb

Premier Technology
El Dorado City of Gold '85


ICE FEVER
1452360
1795810
2046830
1136510

Premier Technology
Ice Fever '85

PINBALL

Premier Technology
Rock '85

Premier Technology
Tag Team Pinball '85

Premier Technology
Touchdown '85

Williams Electronics
F-14 Tomcat '87

Williams Electronics
Millionaire '87

Williams Electronics
Grand Lizard '86

Williams Electronics
Pin Bot '86

Williams Electronics
Road Kings '86

Williams Electronics
Comet '85

PINBALL

GRIDIRON
Williams

Williams Electronics
Gridiron '85

HIGH-SPEED
Williams
HIGH SPEED

Williams Electronics
High Speed '85

Williams
SORCERER

Williams Electronics
Sorcerer '85

Williams
SPACE SHUTTLE
PINBALL ADVENTURE

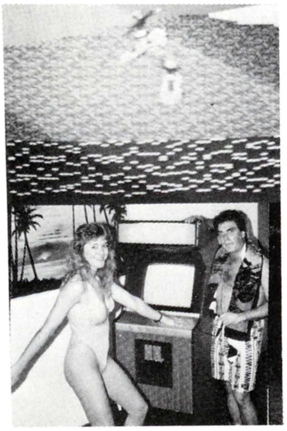
Williams Electronics
Space Shuttle '85

Devil Riders

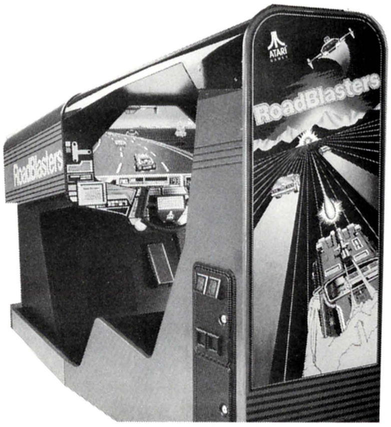
Zaccaria
Devil Riders '85

Zaccaria
Magic Castle '85

DEDICATED VIDEOS



Action Surf Video
Surffer '87

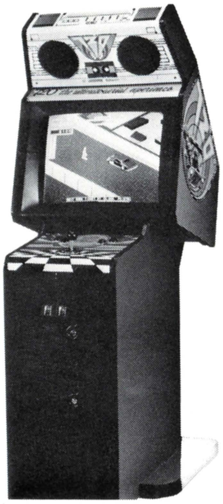

ATARI
RoadBlasters
RoadBlasters

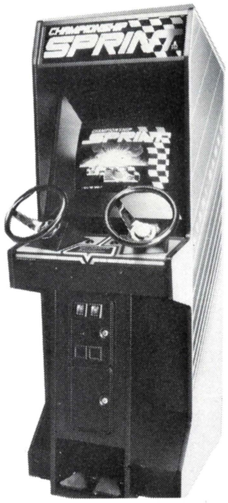
Atari Games
Road Blasters '87 (cockpit)
(also System I game and kit)

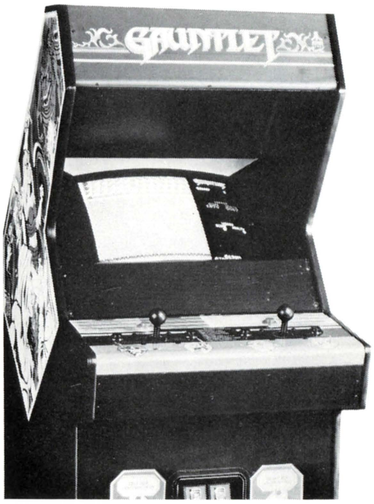
ROLLING THUNDER

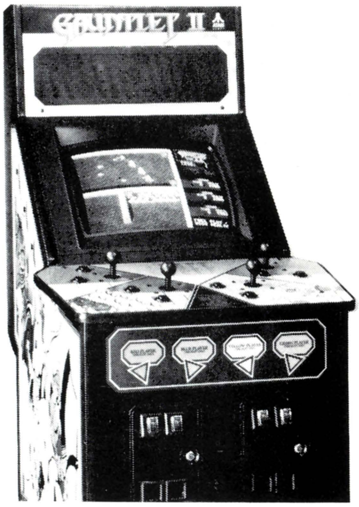
Atari Games
Rolling Thunder '87

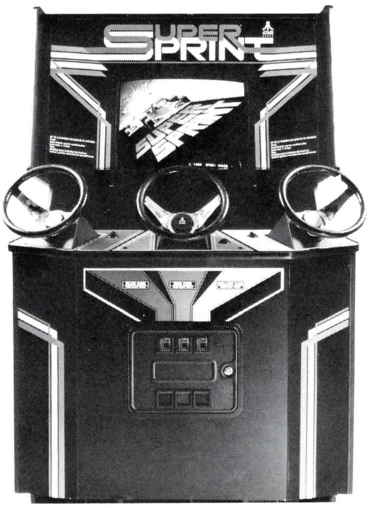
DEDICATED VIDEOS

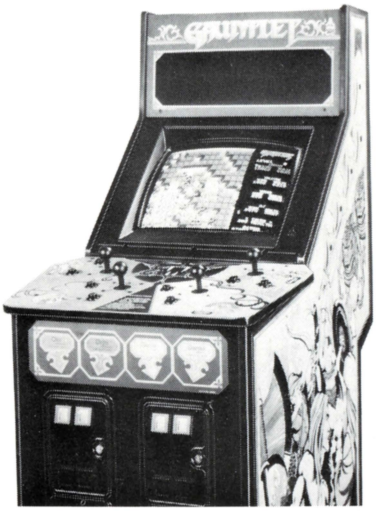

Atari Games
720 Degrees '86

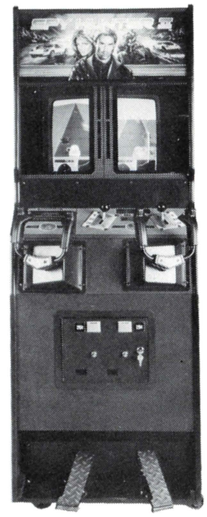

Atari Games
Championship Sprint '86

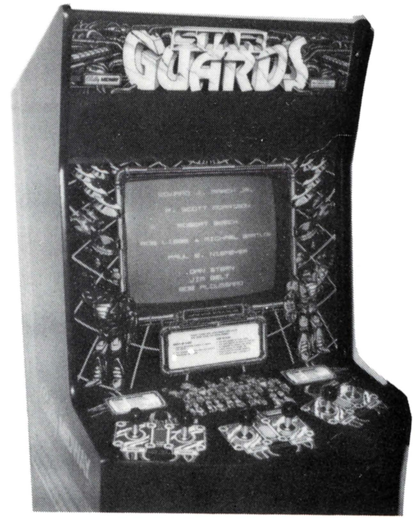

Atari Games
Gauntlet 2-player '86

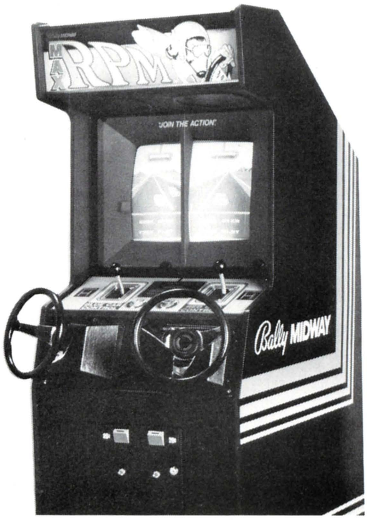

Atari Games
Gauntlet II '86


Atari Games
Super Sprint '86

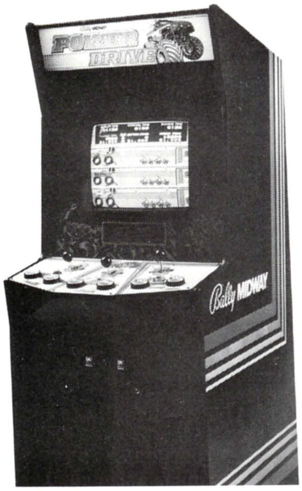

Atari Games
Gauntlet '85


Bally Midway
Spy Hunter II '87

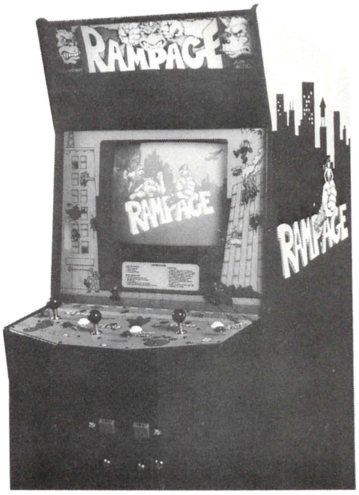

Bally Midway
Star Guards '87


Bally Midway
Max RPM '86

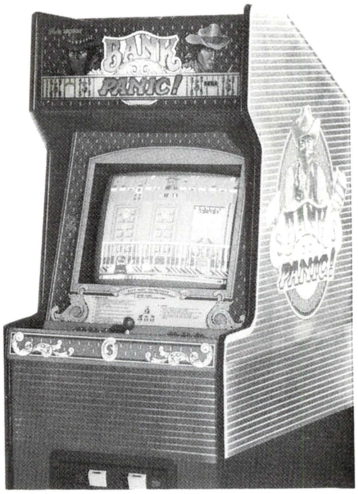
DEDICATED VIDEOS


POWER DRIVE
Bally MIDWAY

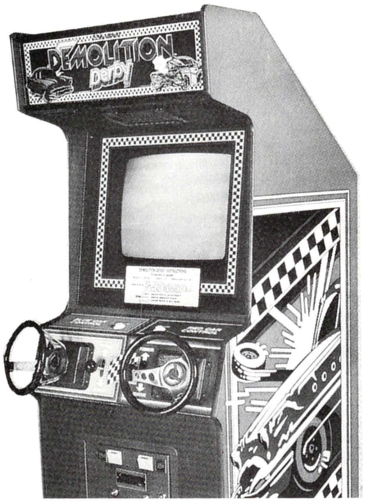
Bally Midway
Power Drive '86


RAMPAGE
RAMPAGE
RAMPAGE

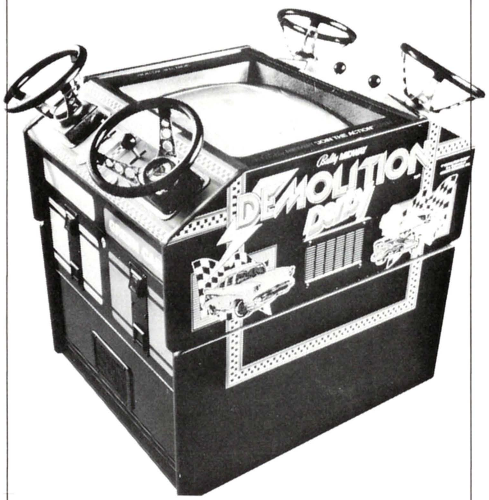
Bally Midway
Rampage '86


BANK PANIC!
BANK PANIC!

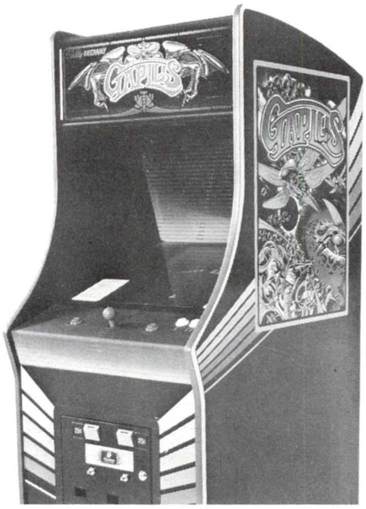
Bally Midway
Bank Panic '85


DEMOLITION Derby

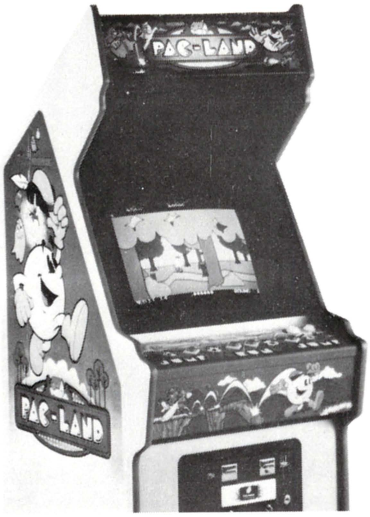
Bally Midway
Demolition Derby '85


DEMOLITION Derby

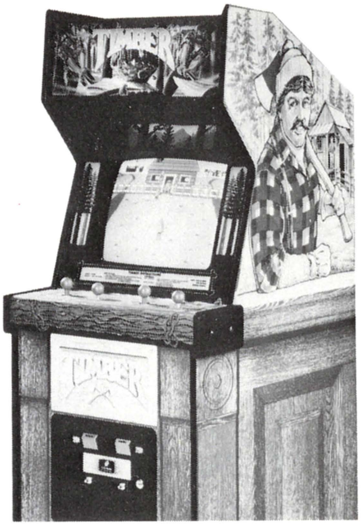
Bally Midway
Demolition Derby '85 (console)


GAPLUS
GAPLUS

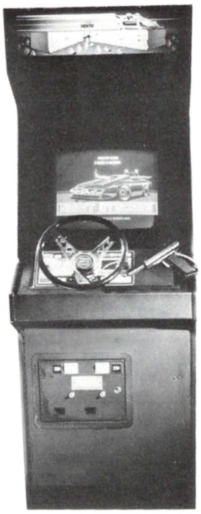
Bally Midway
Gaplus '85


PAC-LAND
PAC-LAND

Bally Midway
Pac Land '85

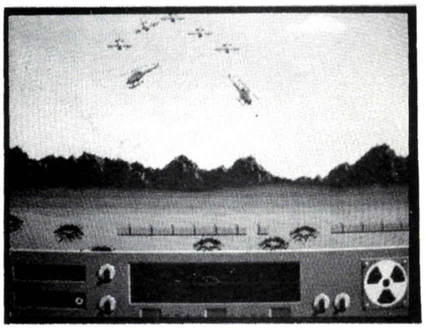

TIMBER
TIMBER

Bally Midway
Timber '85



Bally Sente
Night Stocker '86
(also Sac Pac kit)

DEDICATED VIDEOS



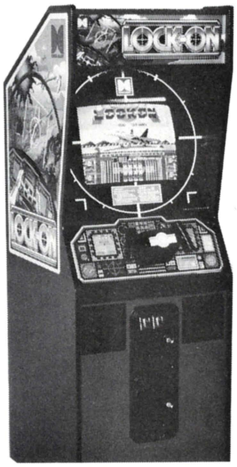
Cinematronics
Danger Zone '86

Redline RACER

Cinematronics
Red Line Racer '86
(also system & kit)

Cinematronics
Freeze '85

Coin Machine Distributors
Hex Pool '86
(also kit & cocktail)



Data East USA
Lock-On '87 (upright)

LOCK-ON
DATA EAST AIR FORCE

Data East USA
Lock-On '87 (w/detachable seat)

KARNOV
KARNOV

Data East USA
Karnov '87

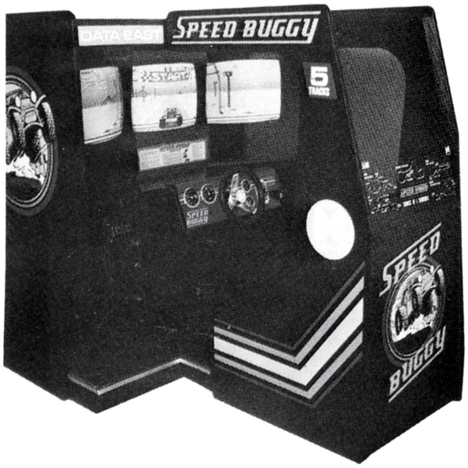
BREAKTHRU
BREAKTHRU
BREAKTHRU

Data East USA
Break Thru '86
(also kit)

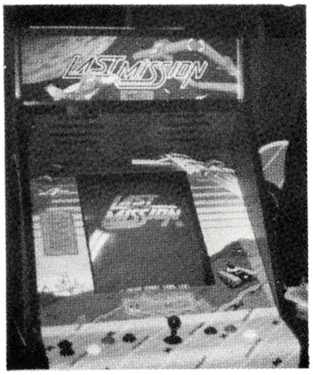
5
SPEED BUGGY
SPEED BUGGY
START
SPEED BUGGY

Data East USA
Speed Buggy '86

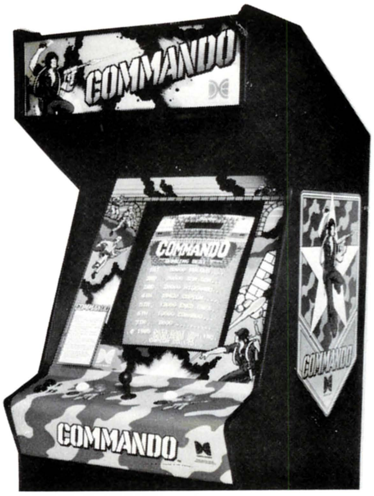
DEDICATED VIDEOS


DATA EAST
SPEED BUGGY
5 TRACKS
SPEED BUGGY

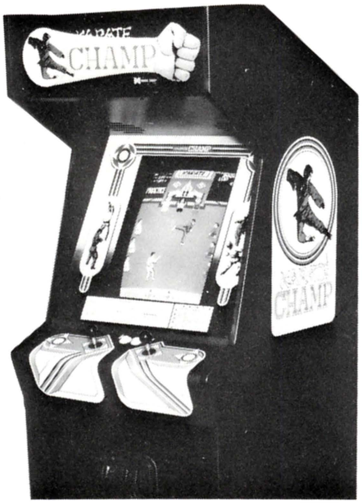
Data East USA
Speed Buggy '86 (sit-down)


LAST MISSION

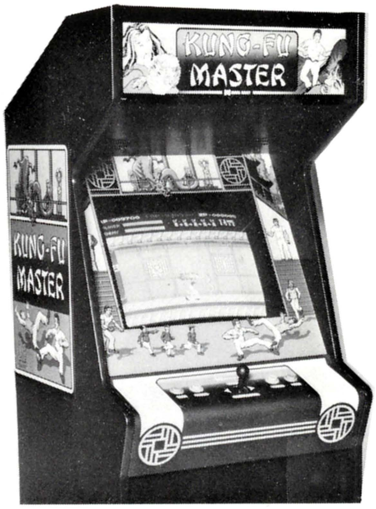
Data East USA
Last Mission '86


COMMANDO
COMMANDO
COMMANDO
COMMANDO

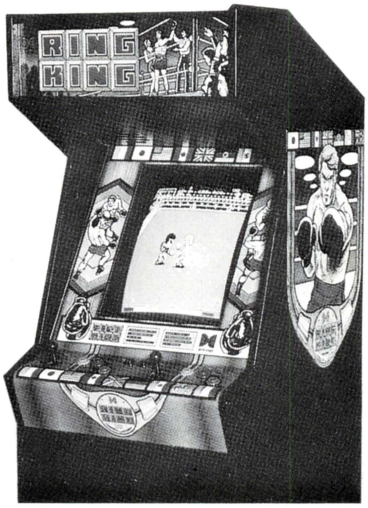
Data East USA
Commando '85


KARATE CHAMP
CHAMP

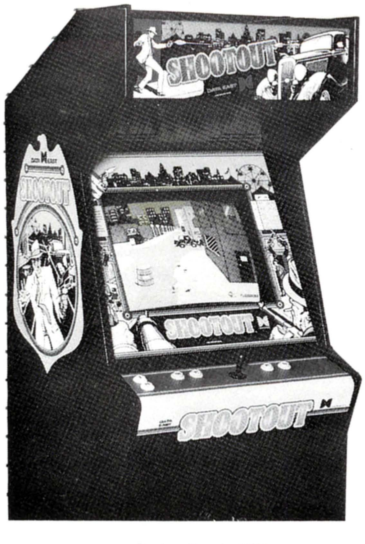
Data East USA
Karate Champ '85


KUNG-FU MASTER
KUNG-FU MASTER

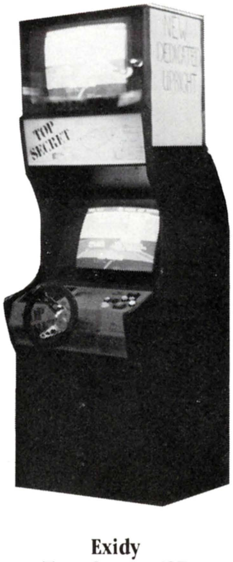
Data East USA
King Fu Master '85



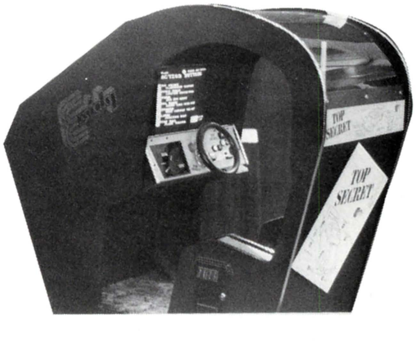
Data East USA
Ring King '85
(also Ring King II kit)


SHOOTOUT
SHOOTOUT
SHOOTOUT
SHOOTOUT

Data East USA
Shootout '85

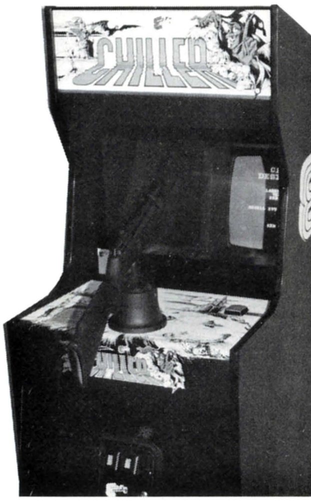

NEW DEDICATED UPRIGHT
TOP SECRET

Exidy
Top Secret '87
(also kit)

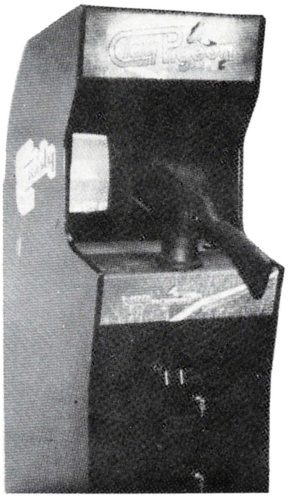

TOP SECRET
TOP SECRET

Exidy
Top Secret '87 (sit-down)

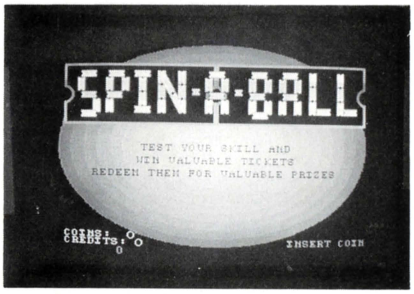
DEDICATED VIDEOS



Exidy
Chiller '86


Clay Pigeon

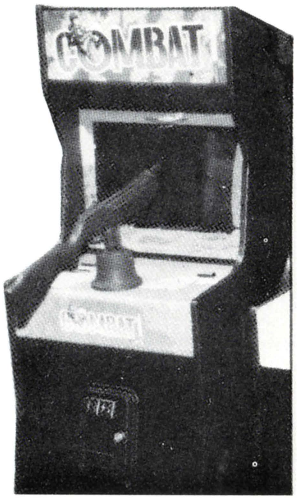
Exidy
Clay Pigeon '86


SPIN-A-BALL
INSERT COIN

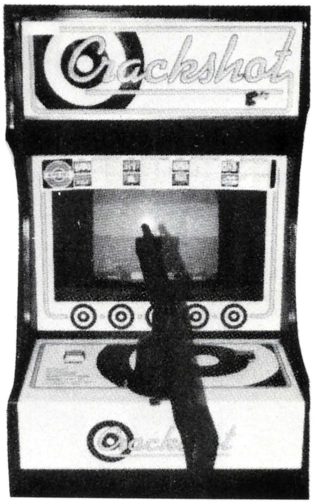
TEST YOUR SKILL AND
WIN VALUABLE TICKETS
REDEEM THEM FOR VALUABLE PRIZES

COINS: 0
CREDITS: 0

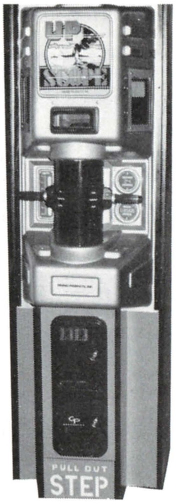
Exidy
Spin-A-Ball '86


COMBAT
COMBAT

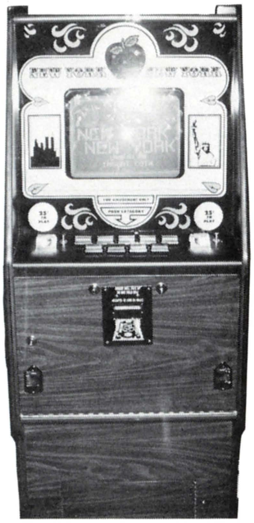
Exidy
Combat '85


Crackshot
Crackshot

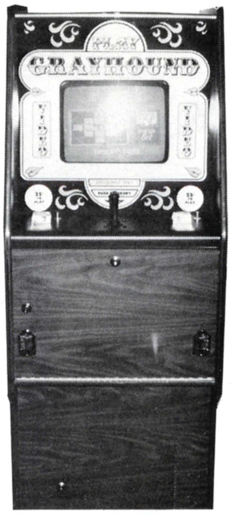
Exidy
Crackshot '85


UP SCOPE
PULL OUT
STEP

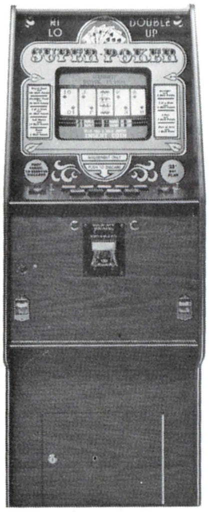
Grand Products
UpScope '87


NEW YORK NEW YORK
NEW YORK NEW YORK

Grayhound Electronics
New York New York '87
(also countertop, cocktail & kit)

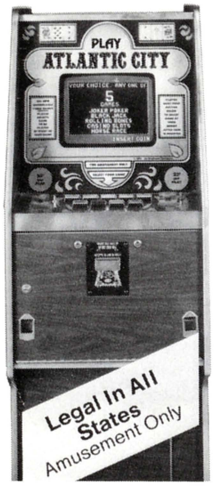

PLAY
GRAYHOUND

Grayhound Electronics
Pair-Off '87
(also countertop, cocktail & kit)

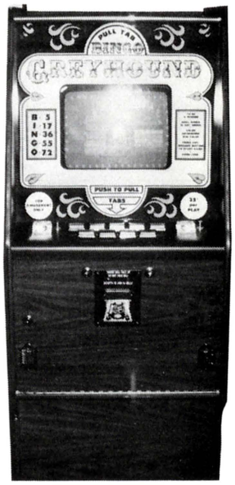

HI
LO
DOUBLE
UP
SUPER POKER

Grayhound Electronics
Super Poker '87
(also countertop)

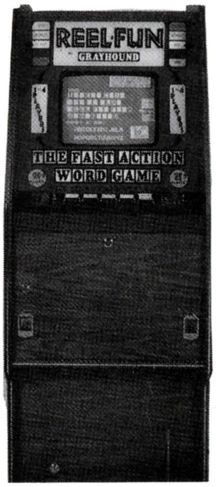
DEDICATED VIDEOS


PLAY
ATLANTIC CITY
Legal In All States
Amusement Only

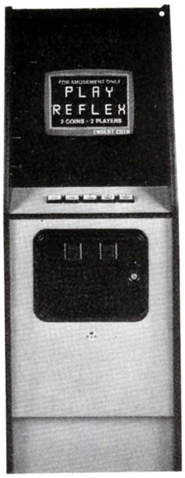
Grayhound Electronics
Atlantic City '86
(also countertop, cocktail & kit)


GRAYHOUND
PUSH TO PULL

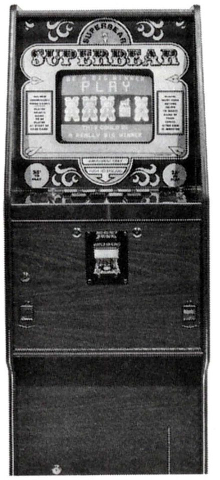
Grayhound Electronics
Bingo '86
(also countertop, cocktail & kit)


REEL·FUN
GRAYHOUND
THE FAST ACTION WORD GAME

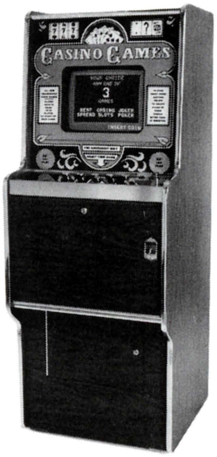
Grayhound Electronics
Reel Fun '86
(also countertop, cocktail & kit)


PLAY
REFLEX

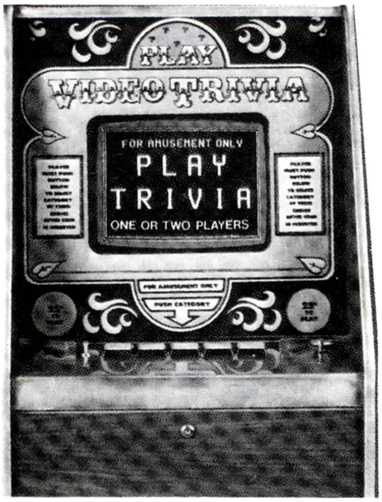
Grayhound Electronics
Reflex '86
(also countertop, cocktail & kit)


SUPERBEAR
PLAY

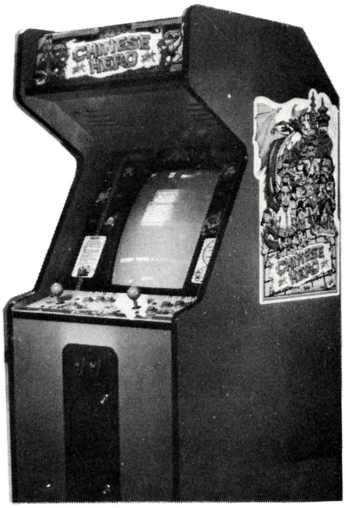
Grayhound Electronics
Superbear or Superbowl '86
(also countertop, cocktail & kit)


CASINO GAMES

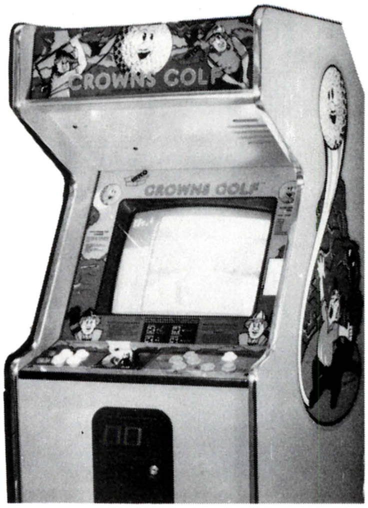
Grayhound Electronics
Casino Games (105) '85
(also countertop, cocktail & kit)


PLAY
VIDEO TRIVIA
FOR AMUSEMENT ONLY
PLAY
TRIVIA
ONE OR TWO PLAYERS

Grayhound Electronics
Video Trivia '85
(also countertop, cocktail & kit)


CHINESE HERO

Kitkorp (now Sun Corp. of America)
Chinese Hero '85
(also kit)

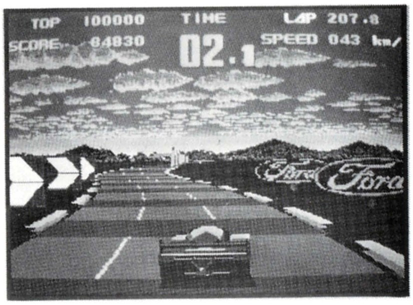

CROWNS GOLF

Kitkorp (now Sun Corp. of America)
Crowns Golf '85
(also cocktail & kit)

DEDICATED VIDEOS

Konami
Contra '87

Konami
Double Dribble '86
(also kit)



Konami
WEC LeMans '86

WEC
LEMANS 24
KONAMI

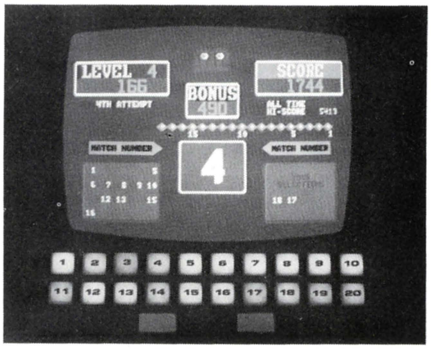
Konami
WEC LeMans '86 (deluxe)

Konami
Konami GT '86

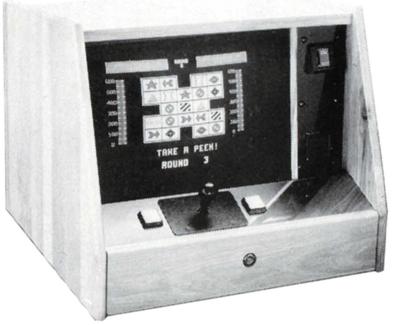
TURBO
JOKER POKER

McClanahan Enterprises
Turbo Joker Poker '87
(also kit)

Merit Industries
Black Jack '86
(also countertop, cocktail & kit)


LEVEL 4
SCORE 1744
BONUS 490
4

Merit Industries
Mad Adder '86
(also countertop, cocktail & kit)


TAKE A PEEK!
ROUND 3

Merit Industries
Match 'em Up & Sex Match 'em Up '86
(also countertop, cocktail & kit)

DEDICATED VIDEOS

PHRAZE CRAZE

Merit Industries
Phraze Craze & Sex Phraze Craze '86
(also countertop, cocktail & kit)

Merit Industries
Riviera Hi-Score '86

TIC TAC TRIVIA
MERIT INDUSTRIES INC.

Merit Industries
Tic Tac Trivia I, II, III &
Lightning Round Tic Tac Trivia '86
(also countertop, cocktail & kit)

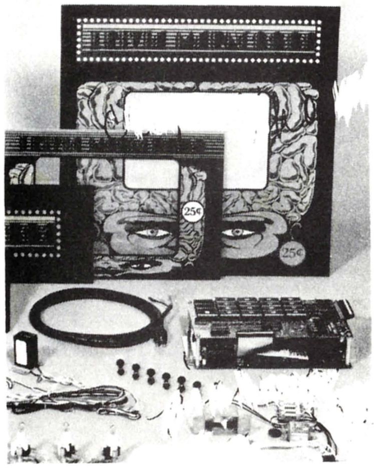
Merit Industries
Pit Boss & Pit Boss Jr.'85
(also countertop, cocktail & kit)

TRIVIA WHIZ
MERIT INDUSTRIES INC.
UP TO FOUR CAN PLAY
25¢

Merit Industries
Trivia Whiz I, II & III '85; IV '86; & V '87
(also countertop, cocktail & kit)

JACKPOT BONUS
RAISE FEATURE
4 DEUCES WINS THE JACKPOT
THE JACKPOT IS 500
COPR. ©1986 M. KRAMER MFG. CO.

M. Kramer Manufacturing
Jackpot Bonus '86



M. Kramer Manufacturing
Trivia Madness '86

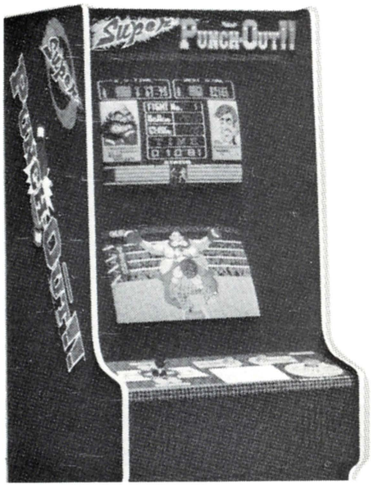
Roller Jammer
ROLLER JAMMER
Nichibutsu
Roller

Nichibutsu
Roller Jammer '85

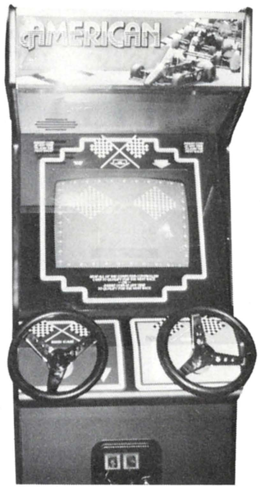
Arm Wrestling

Nintendo of America
Arm Wrestling '85
(also kit for Punch Out!! & Super Punch Out!!

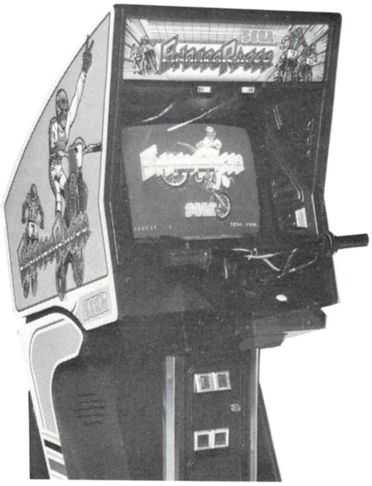
DEDICATED VIDEOS


Super Punch-Out!!

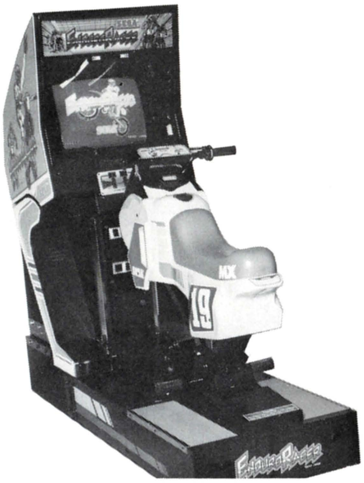
Nintendo of America
Super Punch Out!! '85
(also kit)



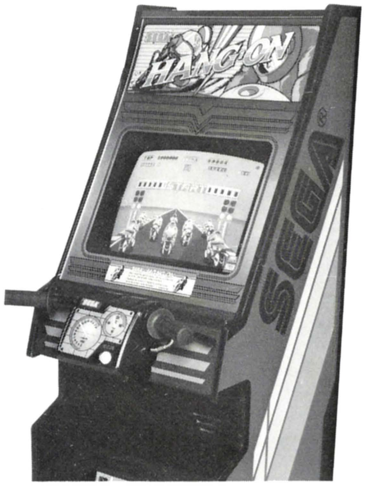
PGD
American Speedway '87
(also kit



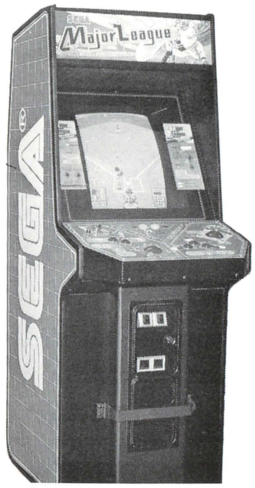
Sega Enterprises
Enduro Racer '86



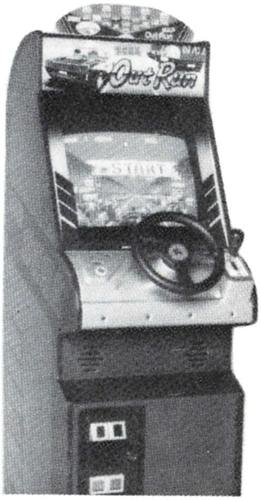
Sega Enterprises
Enduro Racer '86 (wheelie)


HANG ON
SEGA

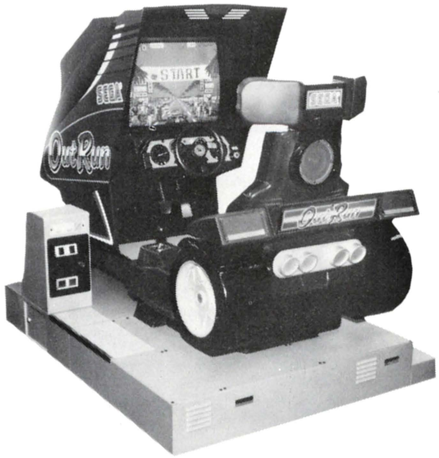
Sega Enterprises
Hang On Mini '86


SEGA
Major League
SEGA

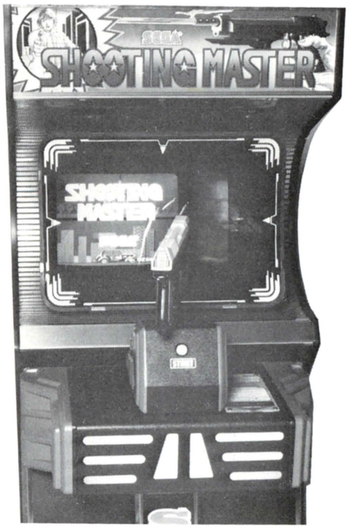
Sega Enterprises
Major League '86


SEGA
Out Run
START

Sega Enterprises
Out Run '86
(also new mini)


START
SEGA
Out Run
Out Run

Sega Enterprises
Out Run '86 (deluxe)
(also standard sit-down)


SEGA
SHOOTING MASTER
SHOOTING MASTER
START

Sega Enterprises
Shooting Master '86

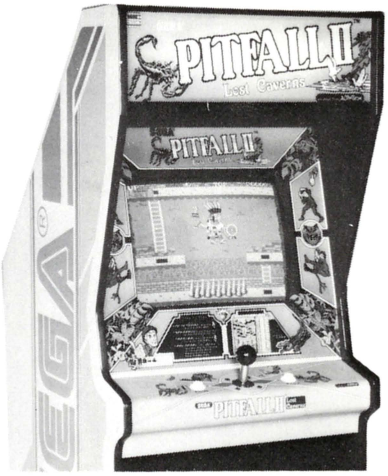
DEDICATED VIDEOS

Sega Enterprises
Space Harrier '86

Sega Enterprises
Space Harrier '86 (sit-down)
(also deluxe model)

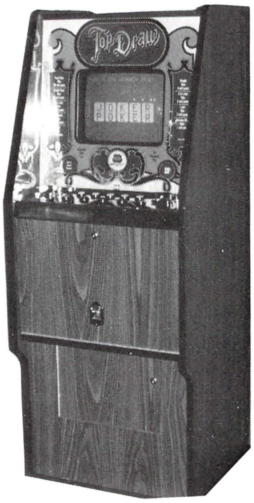
Sega Enterprises
Quartet '86

Sega Enterprises
Hang On '85
(also sit-down & ride-on)

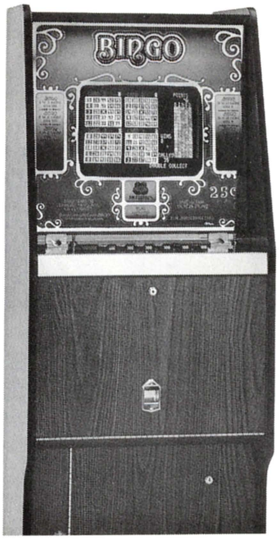


Sega Enterprises
Pitfall '85

SMS Manufacturing
Victory at Sea '87
(also system or kit
for Nintendo VS. System)



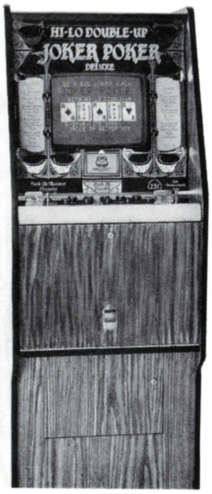
SMS Manufacturing
Top Draw '87
(also countertop & kit)



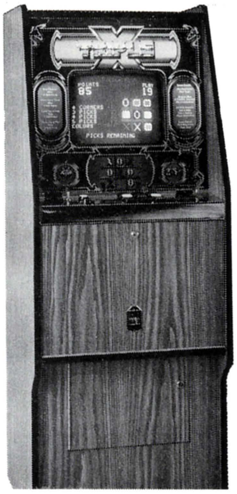
SMS Manufacturing
Bingo '86
(also countertop)

SMS Manufacturing
Second Chance '86
(also countertop)

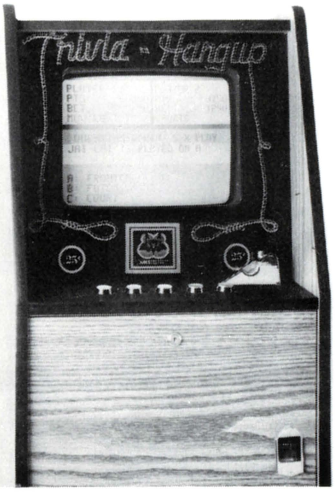
DEDICATED VIDEOS


HI-LO DOUBLE-UP
JOKER POKER
DELUXE

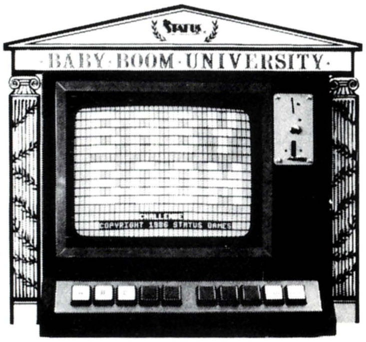
SMS Manufacturing
Hi-Lo Joker Poker Deluxe '85
(also countertop)



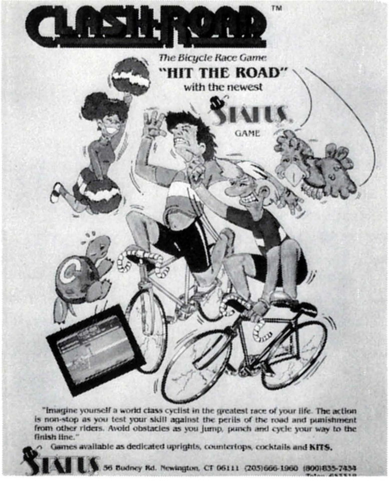
SMS Manufcturing
Triple Cross '85
(also countertop)


Trivia Hangup

SMS Manufacturing
Trivia Hangup '85
(also countertop)


STATUS
BABY BOOM UNIVERSITY
COPYRIGHT 1986 STATUS GAMES

Status Games
Baby Boom Challenge '86
(also countertop, cocktail & kit)



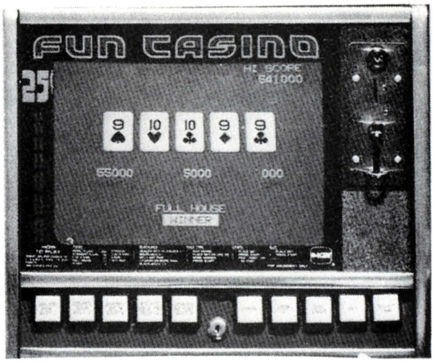
The Bicycle Race Game
"HIT THE ROAD"
with the newest
STATUS
GAME

"Imagine yourself a world class cyclist in the greatest race of your life. The action is non-stop as you test your skill against the perils of the road and punishment from other riders. Avoid obstacles as you jump, punch and cycle your way to the finish line."

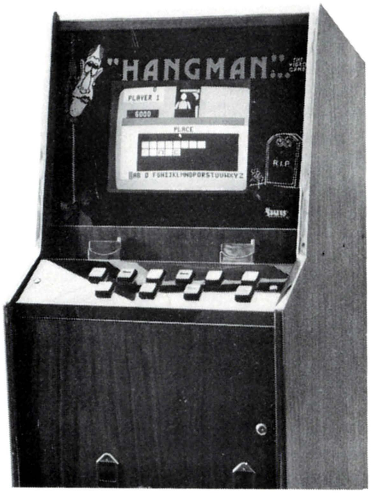
Games available as dedicated uprights, countertops, cocktails and **KITS.**

STATUS 56 Budney Rd. Newington, CT 06111 (203)666-1960 (800)835-7434

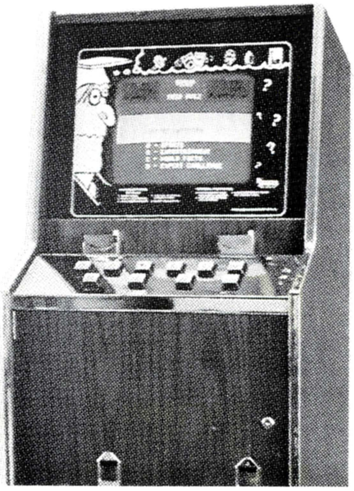
Status Games
Clash Road '86
(also countertop, cocktail & kit)


FUN CASINO
25¢
HI SCORE
541000
55000
5000
000
FULL HOUSE
WINNER

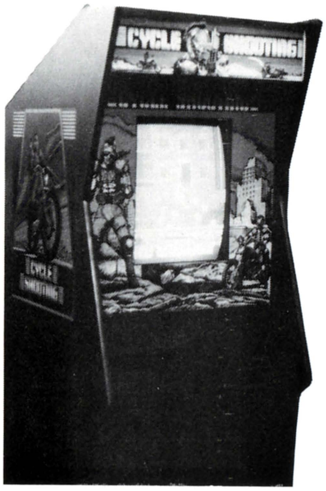
Status Games
Fun Casino '86
(also countertop, cocktail & kit)


"HANGMAN"
PLAYER 1
R.I.P.

Status Games
Hangman '85
(also countertop, cocktail & kit)

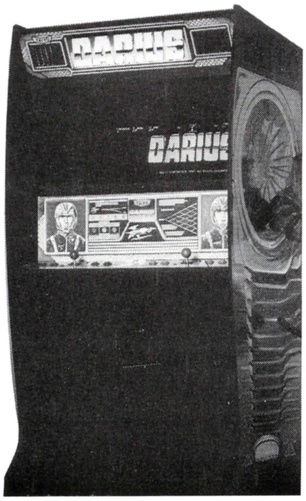


Status Games
Trivia Quiz '85 & Super Triv Quiz '86
(also countertop, cocktail & kit)


CYCLE SHOOTING

Taito America
Cycle Shooting '87

DEDICATED VIDEOS

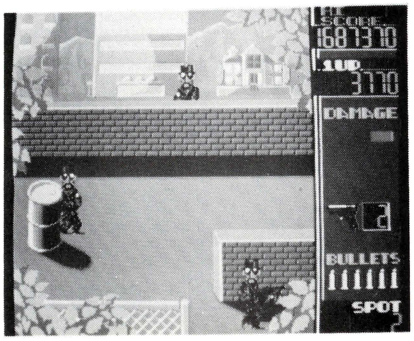


Taito America
Darius '87

Taito America
Kick and Run '86

The Legend of KAGE

Taito America
Legend of Kage '86
(also kit)


SCORE
1687370
1UP
3770
DAMAGE
BULLETS
SPOT

Taito America
N.Y. Captor '86

WORLD CUP
TEHKAN

Tehkan (now Tecmo)
World Cup Soccer '86

Gridiron Fight

Tehkan (now Tecmo)
Gridiron Fight '85

TRADEWEST
IKARI WARRIORS

Tradewest
Ikari Warriors '86
(also kit)

VICTORY ROAD

Tradewest
Victory Road

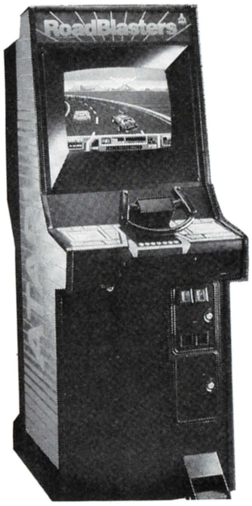
Williams
JOUST 2
SURVIVAL of the FITTEST

Williams Electronics
Joust 2

DEDICATED VIDEOS CONVERSIONS AND SYSTEMS

Williams Electronics
Inferno '85

Zaccaria
Shooting Gallery '85


Atari Games
Road Blasters '87 (System I)
(also cockpit & kit)

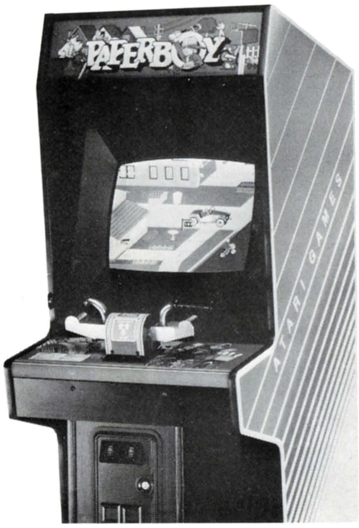
Atari Games
Road Runner '86 (System I)

Atari Games
Empire Strikes Back '85
(for Star Wars upright & cockpit)

Atari Games
Marble Madness '85

Atari Games
Peter Pack Rat '85

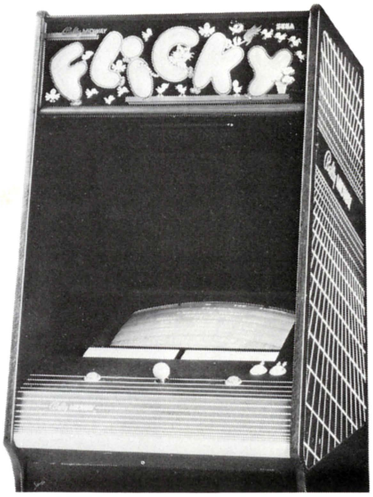
Atari Games
Indiana Jones/Temple of Doom '85


Atari Games
Paperboy '85

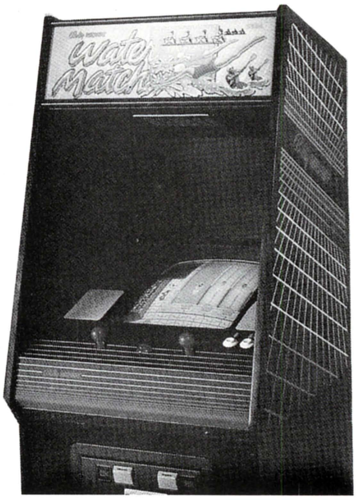
CONVERSIONS AND SYSTEMS

SWAT
SEGA
Bally MIDWAY

Bally Midway
S.W.A.T. '85


Bally MIDWAY
FLICKY
SEGA

Bally Midway
Flicky '85


Water Match

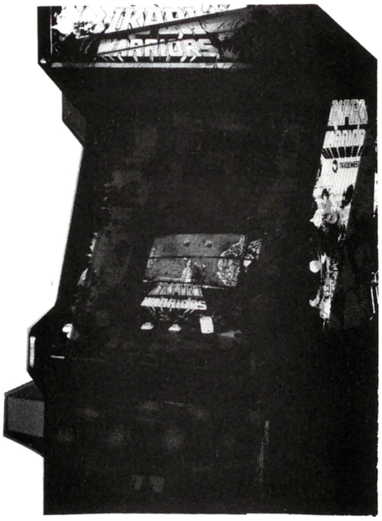
Bally Midway
Water Match '85

MOONQUAKE
Bally
SENTE

Bally Sente
Moonquake '87 (in May)
(also midi model)

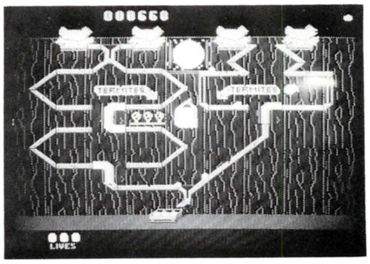
Bally Sente
Name That Tune '86

Bally Sente
Night Stocker '86
(also dedicated)



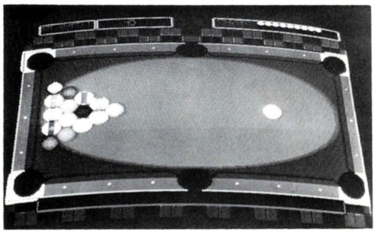
Bally Sente
Spiker '86

Bally Sente
Street Football '86

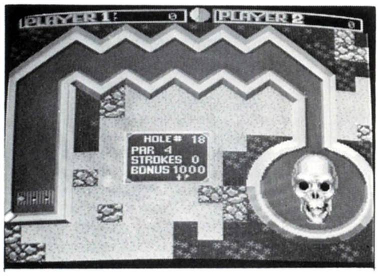

000650
TERMITES
TERMITES
LIVES

Bally Sente
Chicken Shift '85

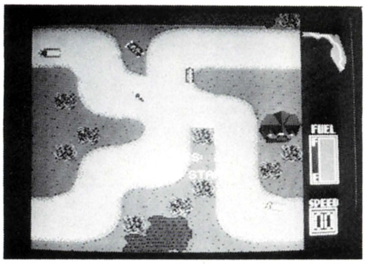
CONVERSIONS AND SYSTEMS



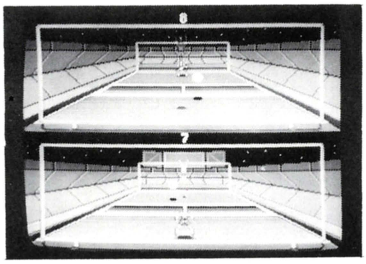
Bally Sente
Gimme a Break '85


PLAYER 1: 0
PLAYER 2 0
HOLE# 18
PAR 4
STROKES 0
BONUS 1000

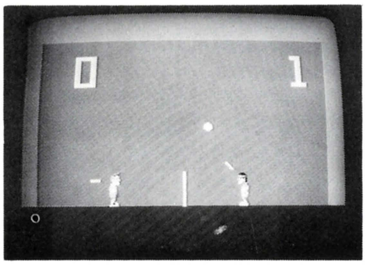
Bally Sente
Mini Golf '85



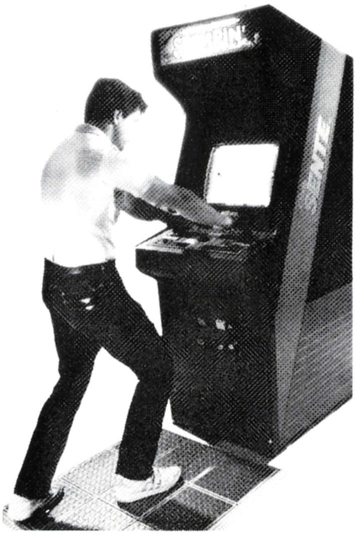
Bally Sente
Stocker '85



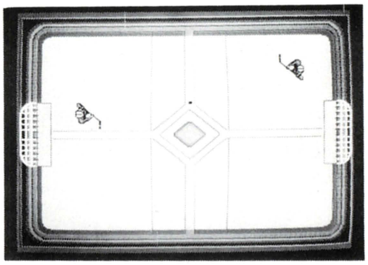
Bally Sente
Goalie Ghost '85



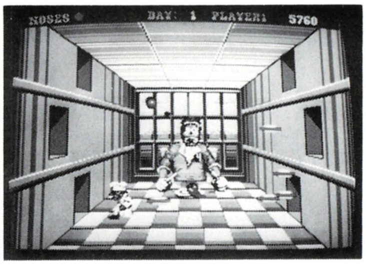
Bally Sente
Off the Wall '85



Bally Sente
Stompin '85



Bally Sente
Hat Trick '85


NOSES
DAY: 1 PLAYER: 5760

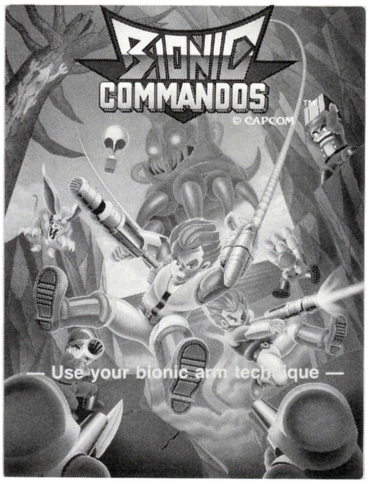
Bally Sente
Snacks 'n Jaxson '85

Trivial Pursuit
SENTE

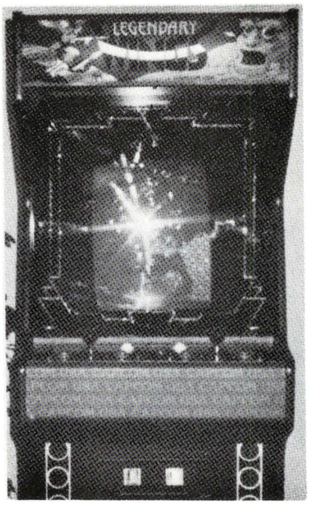
Bally Sente
Trivial Pursuit '85

CONVERSIONS AND SYSTEMS

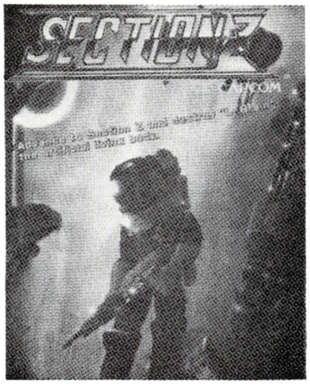
Capcom USA
Avenger '87


BIONIC
COMMANDOS
© CAPCOM
— Use your bionic arm technique —

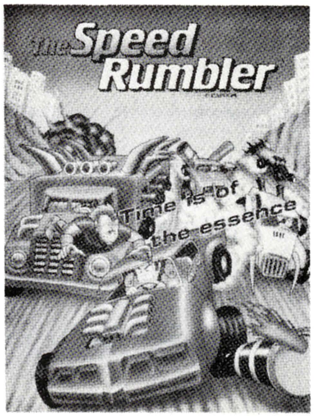
Capcom USA
Bionic Commandos '87



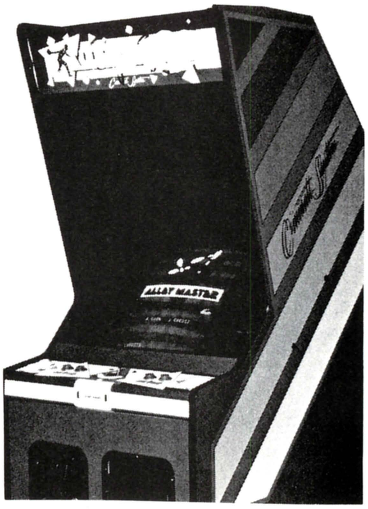
Capcom USA
Legendary Wings '86


SECTION Z
CAPCOM

Capcom USA
Section Z '86


The Speed Rumbler
Time is of the essence

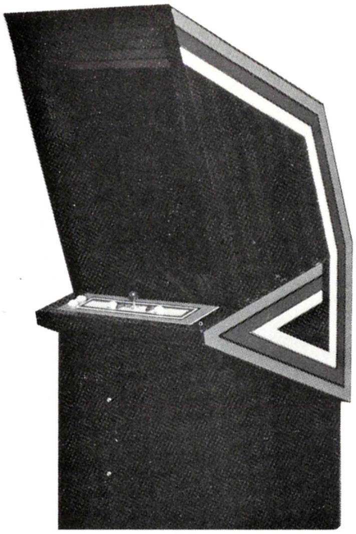
Capcom USA
Speed Rumbler '86


ALLEY MASTER

Cinematronics
Alley Master '86

Red Line
RACER

Cinematronics
Red Line Racer '86
(also dedicated)

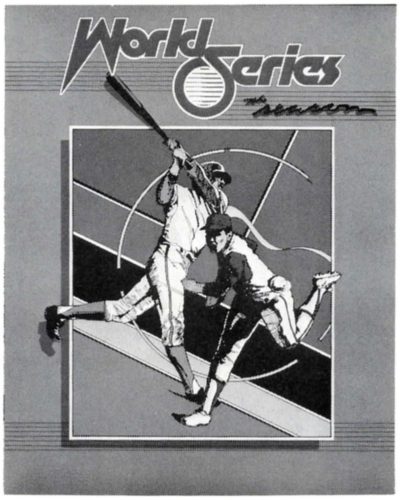


Cinematronics
Cerberus '85

Cinematronics
Mayhem 2002 '85

CONVERSIONS AND SYSTEMS

Cinematronics
Scion '85


World Series

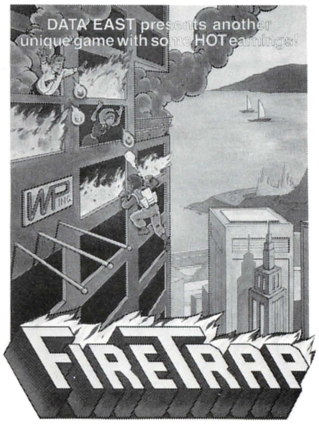
Cinematronics
World Series

FEEL THE FIREP

Coin-It
Halley's Comet '86

Coin Machine Distributors
Hex Pool '86
(also upright & cocktail)

Data East USA
Kid Niki '87


DATA EAST presents another unique game with some HOT earnings!
WP INC.
FIRETRAP

Data East USA
Firetrap '86

Dynasoft
Big Bucks Trivia Quest '86

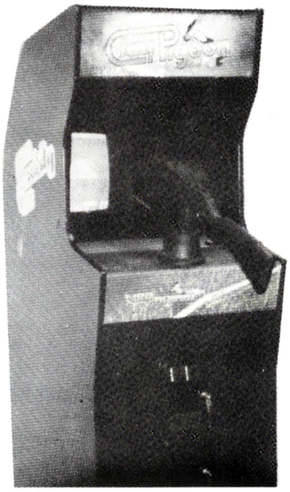
NEW DEDICATED UPRIGHT
TOP SECRET

Exidy
Top Secret '87
(also dedicated and sit-down)

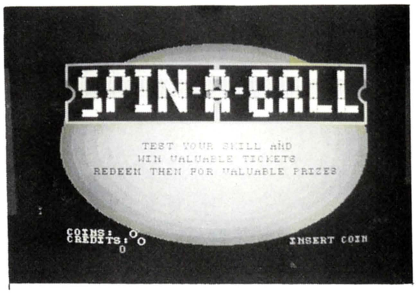
CHILLER
Exidy

Exidy
Chiller '86
(also dedicated)

CONVERSIONS AND SYSTEMS


Clay Pigeon

Exidy
Clay Pigeon '86
(also dedicated)

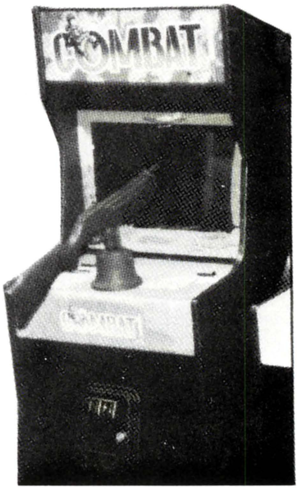

SPIN-A-BALL

TEST YOUR SKILL AND
WIN VALUABLE TICKETS
REDEEM THEM FOR VALUABLE PRIZES

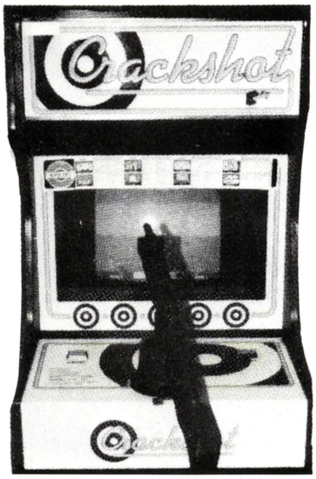
COINS: 0
CREDITS: 0

INSERT COIN

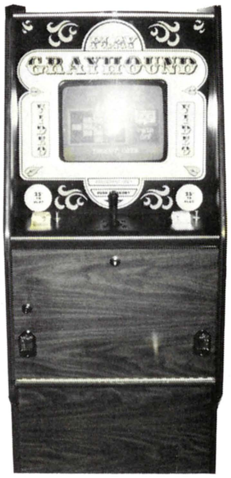
Exidy
Spin-A-Ball
(also dedicated)


COMBAT
COMBAT

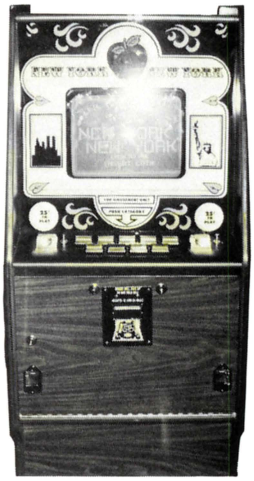
Exidy
Combat '85
(also dedicated)


Crackshot
Crackshot

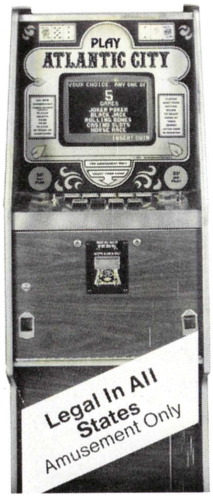
Exidy
Crackshot '85
(also dedicated)



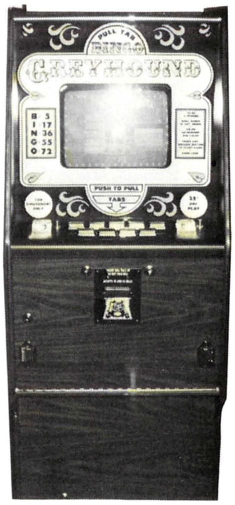
Grayhound Electronics
Pair Off '87
(also countertop & cocktail)


NEW YORK NEW YORK
NEW YORK NEW YORK

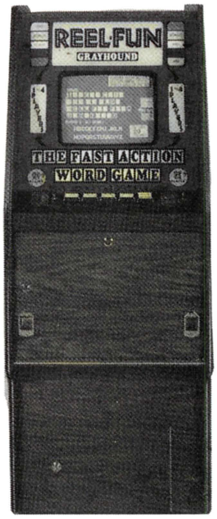
Grayhound Electronics
New York New York '87


PLAY
ATLANTIC CITY
Legal In All States
Amusement Only

Grayhound Electronics
Atlantic City '86
(also countertop & cocktail)

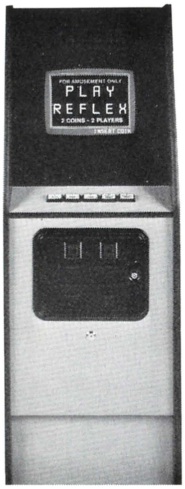

GREYHOUND
PUSH TO PULL TABS

Grayhound Electronics
Bingo '86
(also countertop & cocktail)

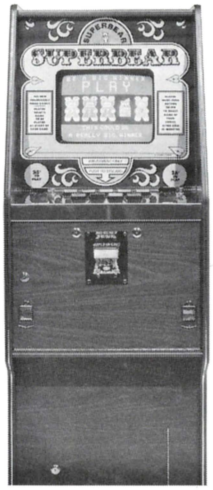

REEL-FUN
GRAYHOUND
THE FAST ACTION
WORD GAME

Grayhound Electronics
Reel Fun '86
(also countertop & cocktail)

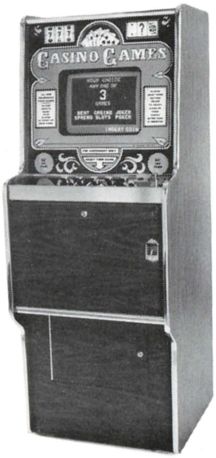
CONVERSIONS AND SYSTEMS


PLAY
REFLEX
2 COINS - 2 PLAYERS

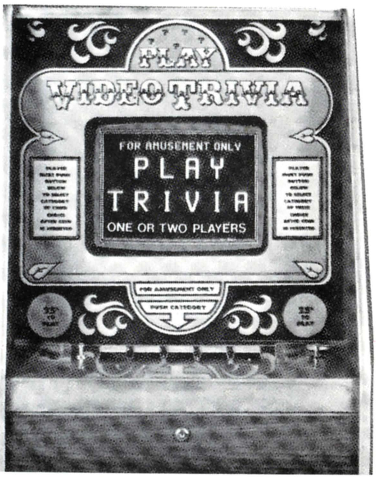
Grayhound Electronics
Reflex '86
(also countertop & cocktail)


SUPERBEAR
PLAY

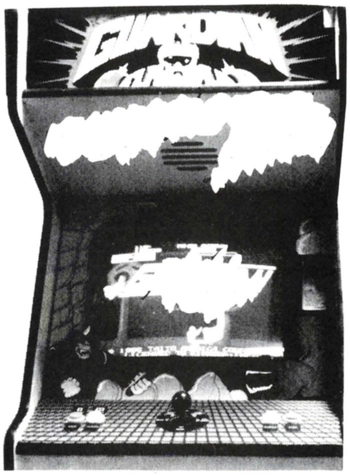
Grayhound Electronics
Superbear or Superbowl
(also countertop & cocktail)


CASINO GAMES

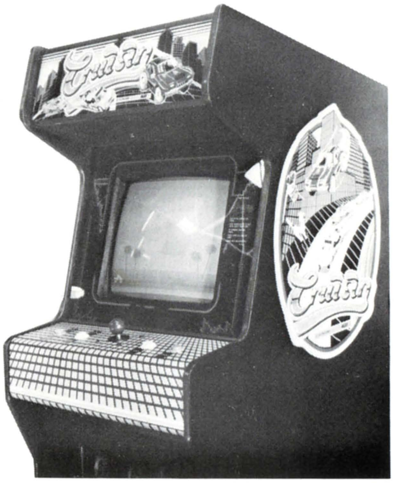
Grayhound Electronics
Casino Games (105) '85
(also countertop & cocktail)


PLAY
VIDEO TRIVIA
FOR AMUSEMENT ONLY
PLAY
TRIVIA
ONE OR TWO PLAYERS

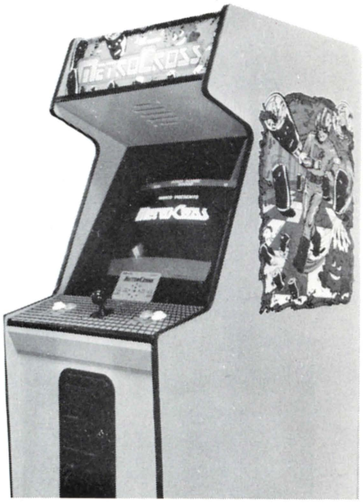
Grayhound Electronics
Video Trivia '85
(also countertop & cocktail)



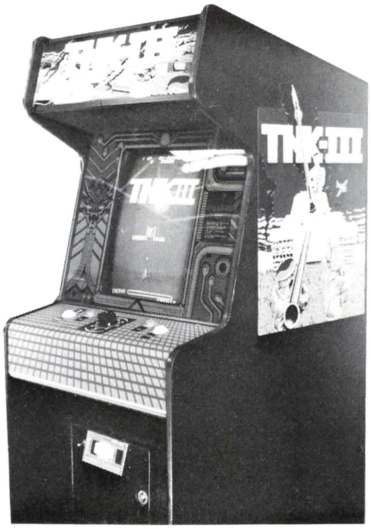
Kitkorp (now Sun Corp. of America)
Guardian '86



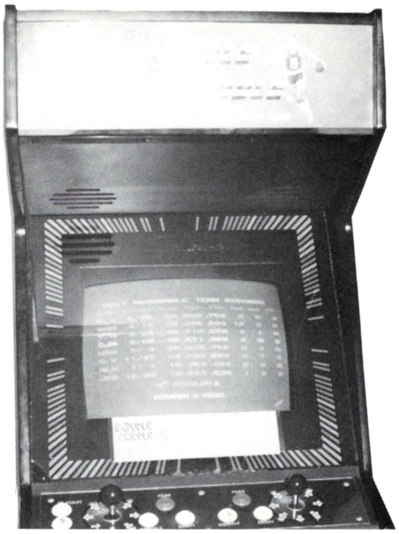
Kitkorp (now Sun Corp. of America)
Cruisin '85


METRO CROSS

Kitkorp (now Sun Corp. of America)
Metro Cross '85

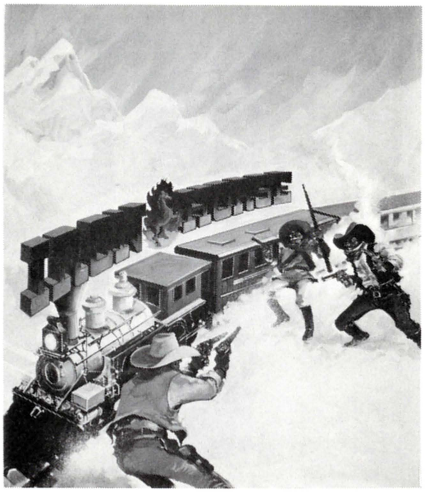


Kitkorp (now Sun Corp. of America)
TNK III '85

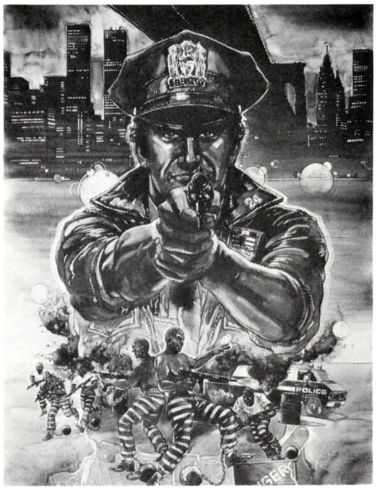

DOUBLE DRIBBLE

Konami
Double Dribble '86
(also dedicated)

CONVERSIONS AND SYSTEMS



Konami
Iron Horse '86



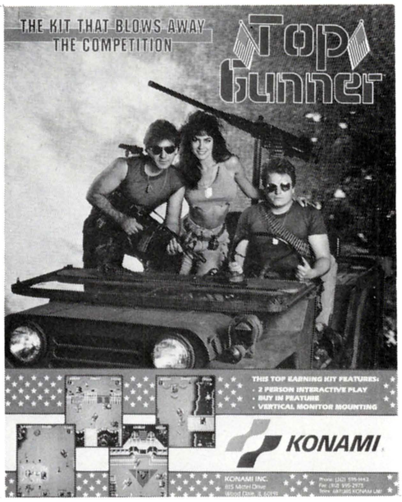
Konami
Jailbreak '86

LIFE FORCE
KONAMI

Konami
Life Force '86

NEMESIS
Konami
Konami
Konami

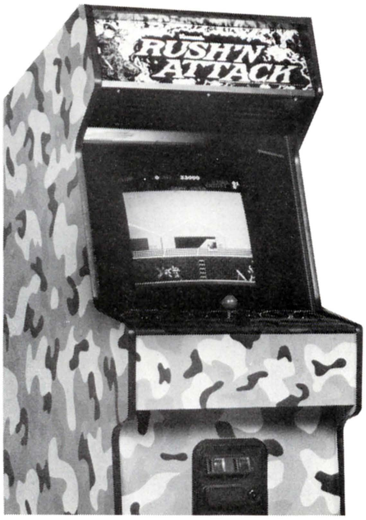
Konami
Nemesis '86


THE KIT THAT BLOWS AWAY THE COMPETITION
Top Gunner
THIS TOP EARNING KIT FEATURES:
• 2 PERSON INTERACTIVE PLAY
• BUY IN FEATURE
• VERTICAL MONITOR MOUNTING
KONAMI
KONAMI INC.

Konami
Top Gunner '86

ROAD FIGHTER

Konami
Road Fighter '85


RUSH'N ATTACK

Konami
Rush 'N Attack '85

Konami SUPER BASKETBALL
SUPER BASKETBALL

Konami
Super Basketball '85

WIZ QUIZ
Konami

Konami
Wizz Quiz '85

CONVERSIONS AND SYSTEMS

YIE AR KUNG-FU

Konami
Yie Ar Kung Fu '85

TURBO JOKER POKER

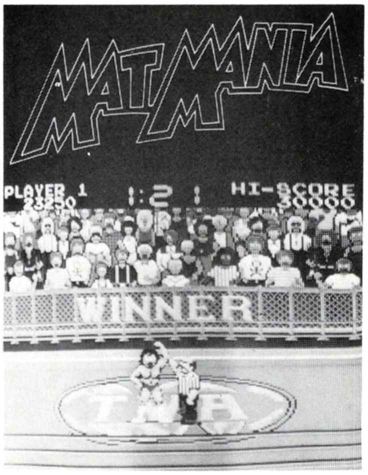
McClanahan Enterprises
Turbo Joker Poker '87
(also dedicated)

SOLAR WARRIOR

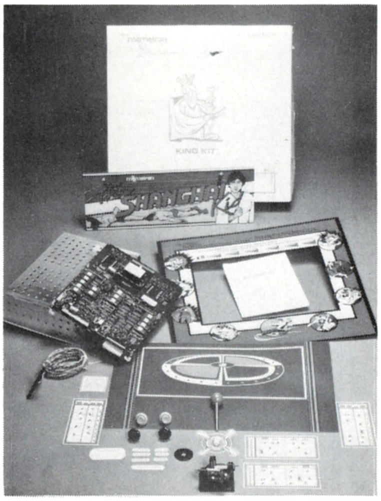
Memetron
Solar Warrior '87

MANIA CHALLENGE

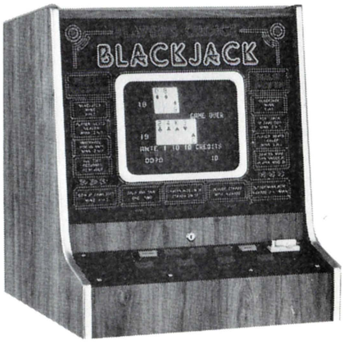
Memetron
Mania Challenge '86


MAT MANIA
PLAYER 1 23250
1:2
HI-SCORE 30000
WINNER

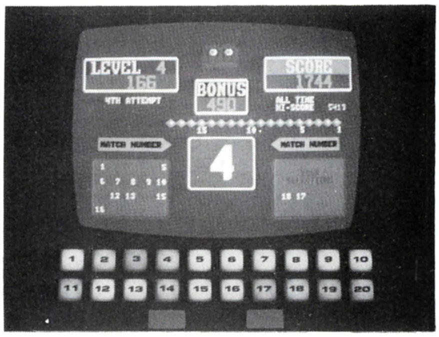
Memetron
Mat Mania '85



Memetron
The Shanghai Kid '85


BLACKJACK
GAME OVER

Merit Industries
Black Jack '86
(also countertop and cocktail)


LEVEL 4
166
SCORE 1744
BONUS 490
4TH ATTEMPT
ALL TIME HI-SCORE
MATCH NUMBER
4
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

Merit Industries
Mad Adder '86
(also countertop & cocktail)

TAKE A PEEK!
ROUND 3

Merit Industries
Match 'em Up & Sex Match 'em Up '86
(also countertop & cocktail)

CONVERSIONS AND SYSTEMS

PHRAZE CRAZE

Merit Industries
Phraze Craze & Sex Phraze Craze '86
(also countertop & cocktail)

RIVIERA
RIVIERA

Merit Industries
Riviera Hi-Score '86
(also countertop & cocktail)

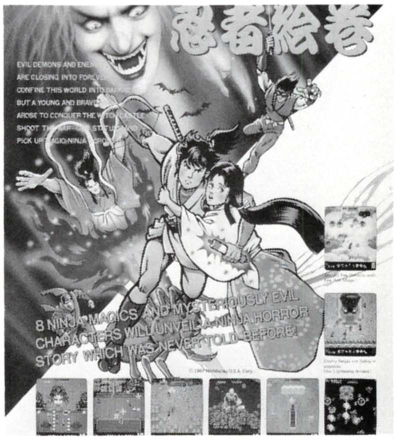
TIC TAC TRIVIA
TIC TAC TRIVIA
MERIT INDUSTRIES INC.

Merit Industries
Tic Tac Trivia I, II, III, IV and
Lightning Round Tic Tac Trivia '86-87
(also countertop & cocktail)

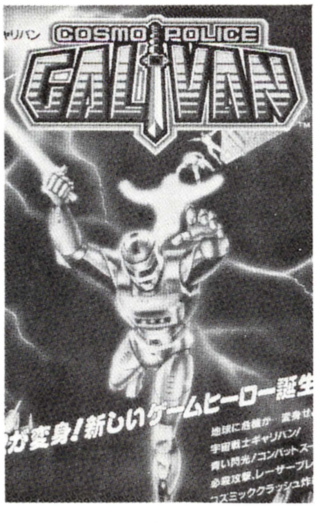
TRIVIA WHIZ
????????
????????
MERIT INDUSTRIES INC.
25¢
25¢
UP TO FOUR CAN PLAY

Merit Industries
Trivia Whiz I, II, III, IV '85-86
(also countertop & cocktail)

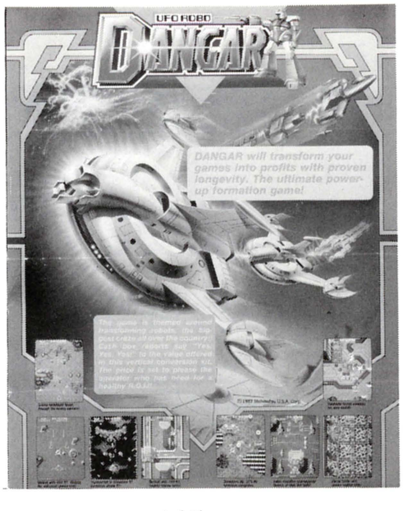
Merit Industries
Pit Boss & Pit Boss Jr. '85
(also countertop & cocktail)


忍者絵巻
8 NINJA MAGICS AND MYSTERIOUSLY EVIL CHARACTERS WILL UNVEIL A NINJA HORROR STORY WHICH WAS NEVER TOLD BEFORE!

Nichibutsu
Ninja Emaki '87


COSMO POLICE
GALIVAN

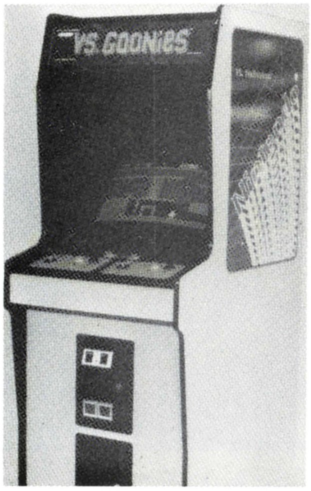
Nichibutsu
Galivan '86


UFO ROBO
DANGAR
DANGAR will transform your games into profits with proven longevity. The ultimate power-up formation game!

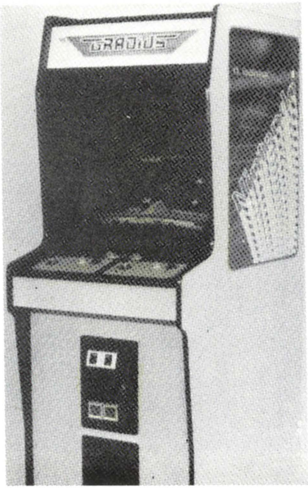
Nichibutsu
UFO Robo Dangar '86

Nichibutsu
Magmax '85

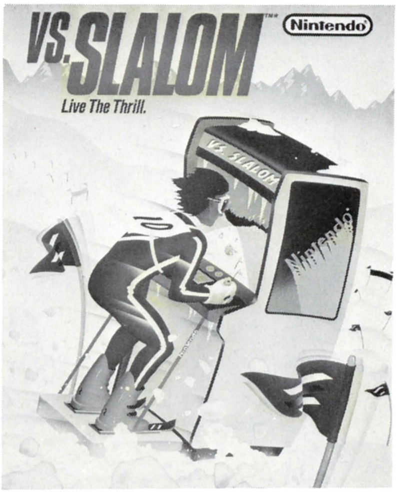
CONVERSIONS AND SYSTEMS



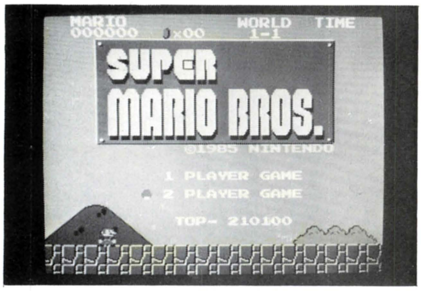
Nintendo of America
VS. Goonies '86



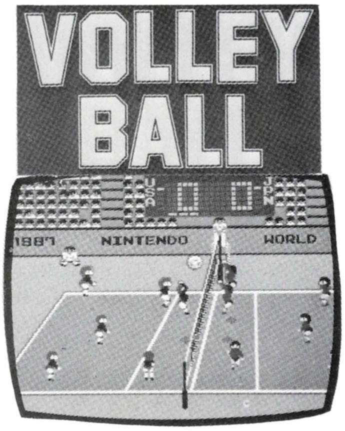
Nintendo of America
VS. Gradius '86


VS. SLALOM
Nintendo
Live The Thrill.
VS. SLALOM
Nintendo

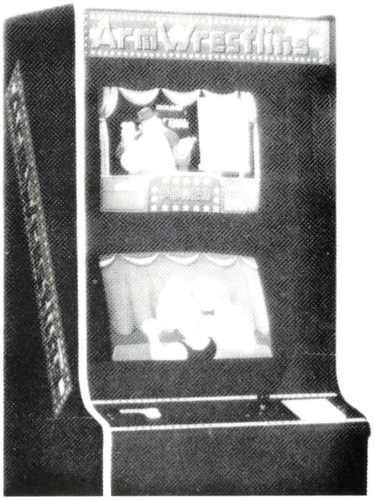
Nintendo of America
VS. Slalom '86


MARIO
000000
x00
WORLD
1-1
TIME
SUPER
MARIO BROS.
©1985 NINTENDO
1 PLAYER GAME
2 PLAYER GAME
TOP- 210100

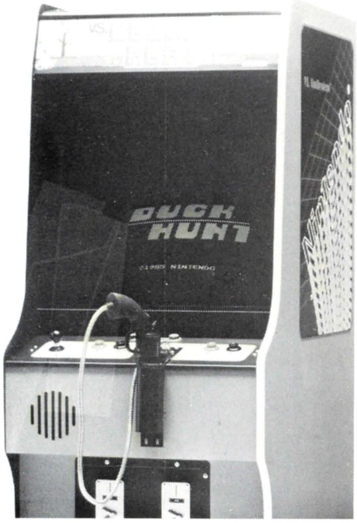
Nintendo of America
Super Mario Bros."86


VOLLEY
BALL
USA
JPN
0
0
1987
NINTENDO
WORLD

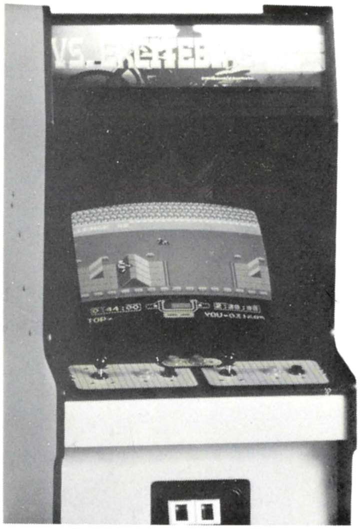
Nintendo of America
Volleyball '86


Arm Wrestling

Nintendo of America
Arm Wrestling '85


DUCK
HUNT
©1985 NINTENDO

Nintendo of America
VS. Duck Hunt '85

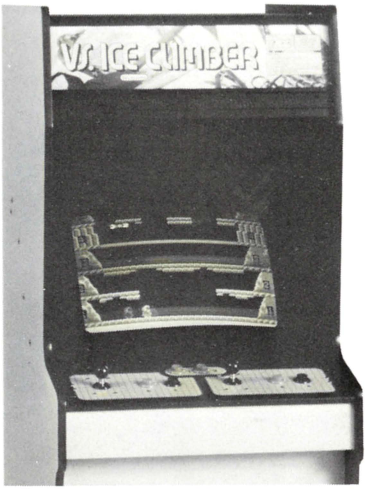

VS. EXCITEBIKE

Nintendo of America
VS. Excitebike '85

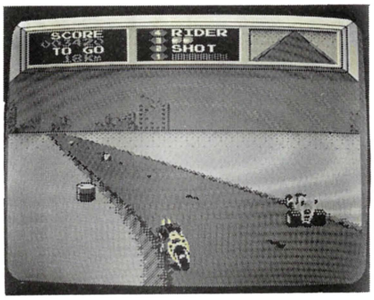
HOGAN'S
ALLEY
HOGAN'S
ALLEY
©1985 NINTENDO

Nintendo of America
VS. Hogan's Alley '85

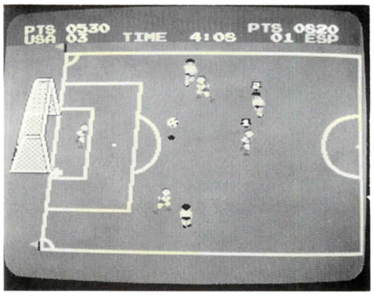
CONVERSIONS AND SYSTEMS


VS. ICE CLIMBER

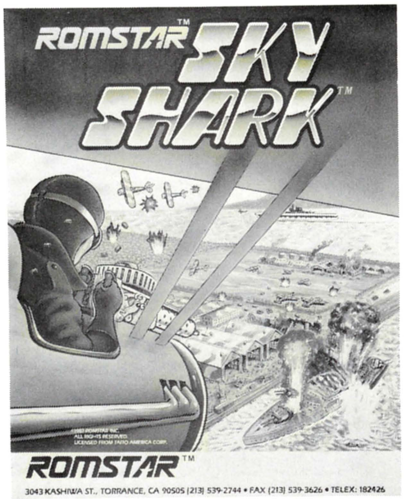
Nintendo of America
VS. Ice Climber '85


SCORE
TO GO
18Km
RIDER
SHOT

Nintendo of America
VS. Mach Rider '85


PTS 0530
USA 03
TIME 4:08
PTS 0820
01 ESP

Nintendo of America
VS. Soccer '85


ROMSTAR SKY SHARK™

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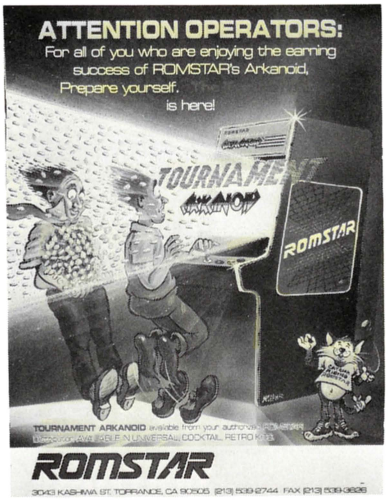
ROMSTAR™
3043 KASHIWA ST., TORRANCE, CA 90505 (213) 539-2744 • FAX (213) 539-3626 • TELEX: 182426

Romstar
Sky Shark '87

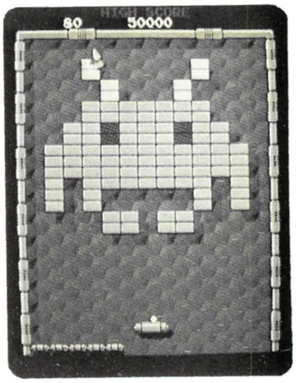

ATTENTION OPERATORS:
For all of you who are enjoying the earning success of ROMSTAR's Arkanoid,
Prepare yourself.
is here!

TOURNAMENT ARKANOID
ROMSTAR

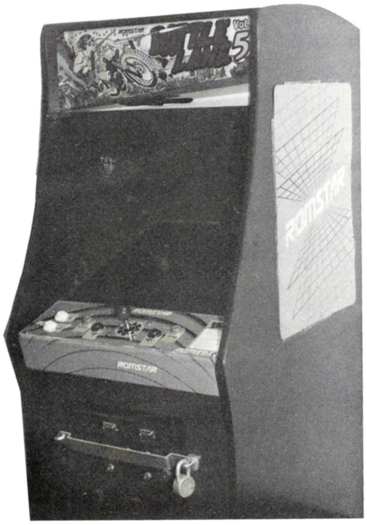
TOURNAMENT ARKANOID available from your authorized ROMSTAR distributor. AVAILABLE IN UNIVERSAL, COCKTAIL, RETRO KITS.

ROMSTAR
3043 KASHIWA ST. TORRANCE, CA 90505 (213) 539-2744 FAX (213) 539-3626

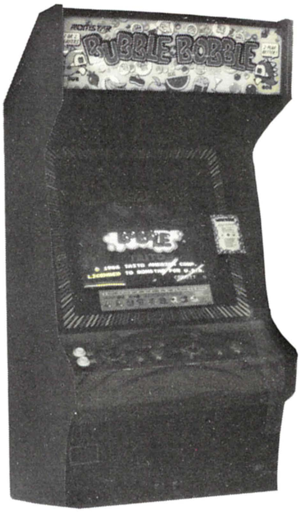
Romstar
Tournament Arkanoid '87


HIGH SCORE
80
50000

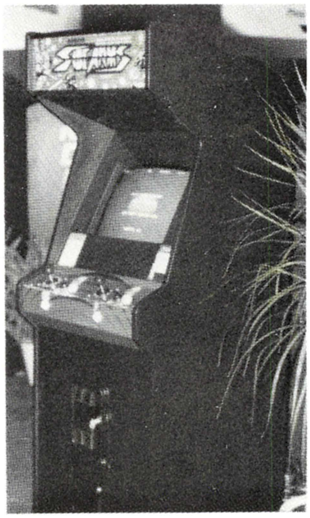
Romstar
Arkanoid '86


BATTLE LANE Vol. 5
ROMSTAR

Romstar
Battle Lane 5 '86

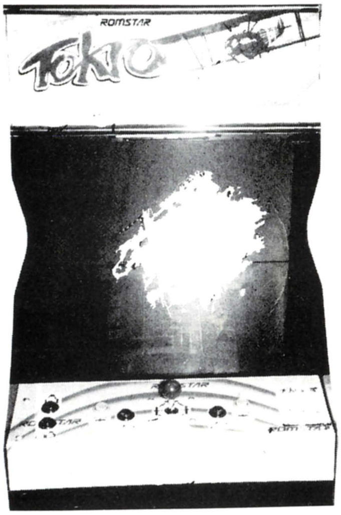

BUBBLE BOBBLE

Romstar
Bubble Bobble '86

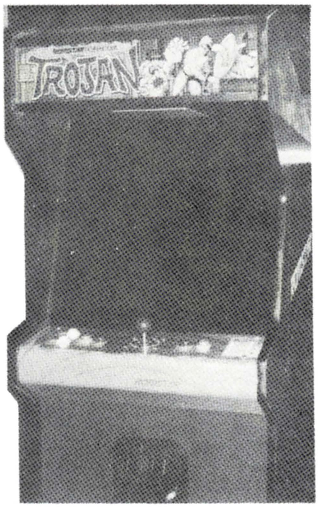


Romstar
Hyper Dyne Side Arms '86

CONVERSIONS AND SYSTEMS


ROMSTAR
TOKIO

Romstar
Tokio '86



Romstar
Trojan '86

Williams
1942
1942
1942
PUSH START BUTTON
ONE OR TWO PLAYERS

Romstar
1942 '85

Ghosts'n Goblins
ROMSTAR

Romstar
Ghosts 'n Goblins '85

GUNSMOKE
GUNSMOKE

Romstar
Gunsmoke '85

TIGER-HELI
TIGER-HELI

Romstar
Tiger Heli '85

WONDERBOY
WONDER BOY
SEGA

Sega Enterprises
Wonderboy '86

CHOPLIFTER
SEGA

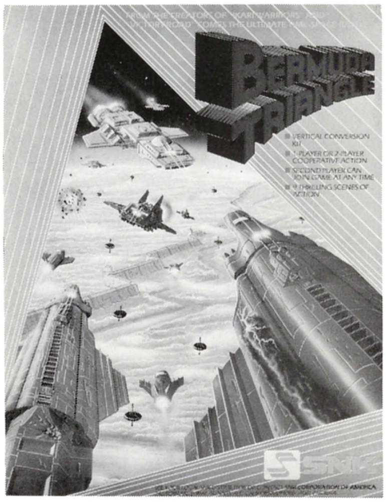
Sega Enterprises
Choplifter '85

FACE to FACE

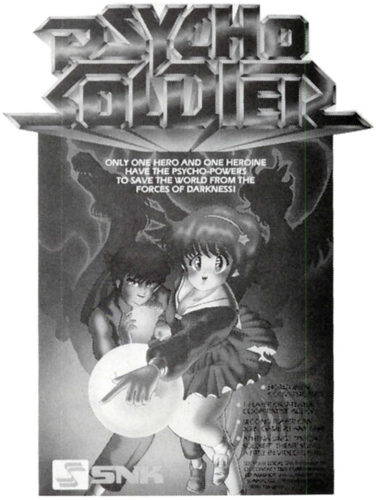
SMS Manufacturing
Victory at Sea '87
(in Face to Face System;
(also dedicated & kit for Nintendo VS System)

CONVERSIONS AND SYSTEMS

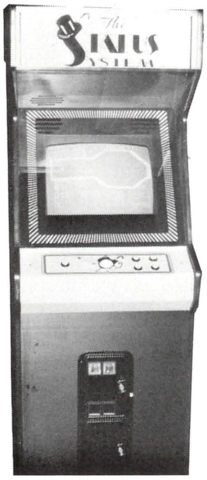
SMS Manufacturing
Top Draw '87
(also dedicated & countertop)


Bermuda Triangle
Vertical conversion kit
1-player or 2-player cooperative action
Second player can join game at any time
9 thrilling scenes of action
SNK

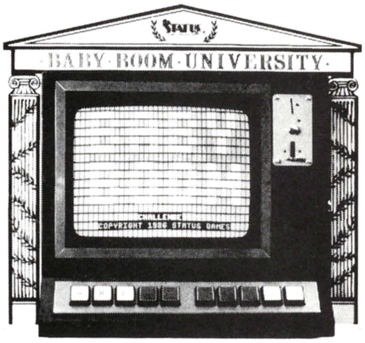
SNK Corporation
Bermuda Triangle '87


Psycho Soldier
ONLY ONE HERO AND ONE HEROINE HAVE THE PSYCHO-POWERS TO SAVE THE WORLD FROM THE FORCES OF DARKNESS!
SNK

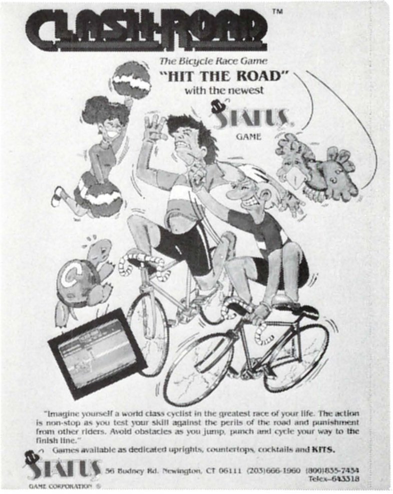
SNK Corporation
Psycho Soldier '87


The Status System

Status Game Corp.
System II '87
(with Sure Shot, Spectra & 19th Hole)
(also ded., countertop & cocktail)


Status
BABY·BOOM·UNIVERSITY·
CHALLENGE
COPYRIGHT 1986 STATUS GAMES

Status Game Corp.
Baby Boom Challenge '86
(also countertop & cocktail)


CLASH-ROAD™
The Bicycle Race Game
"HIT THE ROAD"
with the newest
Status
GAME

"Imagine yourself a world class cyclist in the greatest race of your life. The action is non-stop as you test your skill against the perils of the road and punishment from other riders. Avoid obstacles as you jump, punch and cycle your way to the finish line."

Games available as dedicated uprights, countertops, cocktails and **KITS.**

STATUS GAME CORPORATION ® 56 Budney Rd. Newington, CT 06111 (203)666-1960 (800)835-7434 Telex-643318

Status Game Corp.
Clash Road '86
(also ded., countertop & cocktail)

"HANGMAN"
PLAYER 1
GOOD
PLACE
R.I.P.
Status

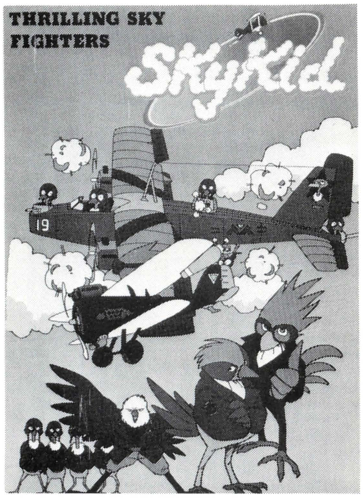
Status Game Corp.
Hangman '85
(also ded., countertop & cocktail)

Status Game Corp.
Trivia Quiz I, II, III, IV '85
(plus Sports, Sex & Super Triv;
also in ded., countertop & cocktail)

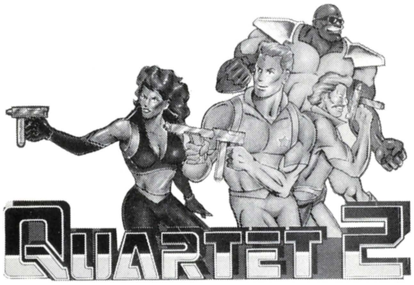
BODY SLAM
BODY SLAM
Sun Corporation of America

Sun Corp. of America
Body Slam '86

CONVERSIONS AND SYSTEMS


THRILLING SKY FIGHTERS
SkyKid

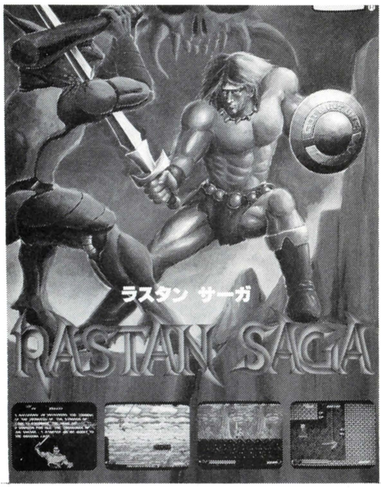
Sun Corp. of America
Sky Kid '86



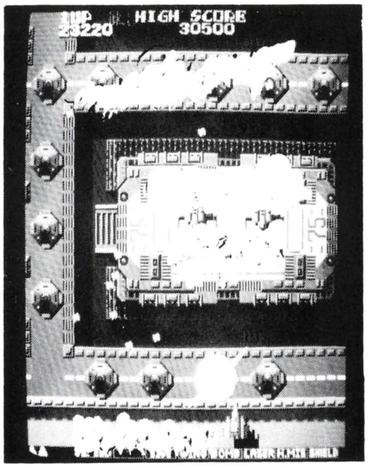
Sun Corporation
Quartet 2 '86

CYCLE SHOOTING

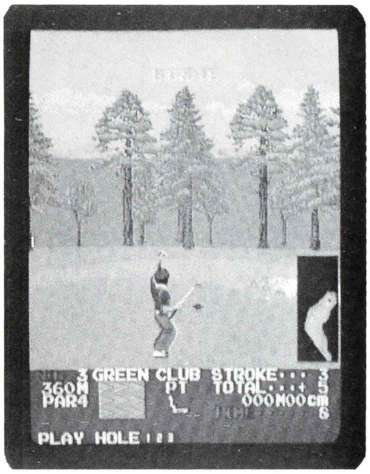
Taito America
Cycle Shooting '87
(also dedicated)


ラスタン サーガ
RASTAN SAGA

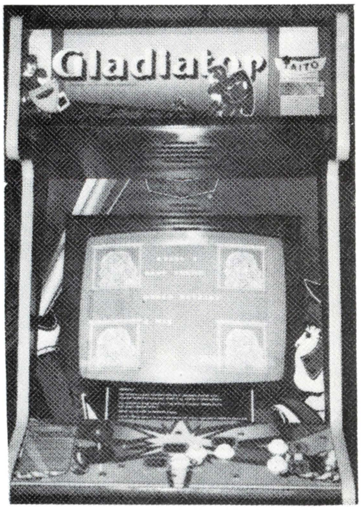
Taito America
Rastan Saga '87


1UP 23220
HIGH SCORE 30500

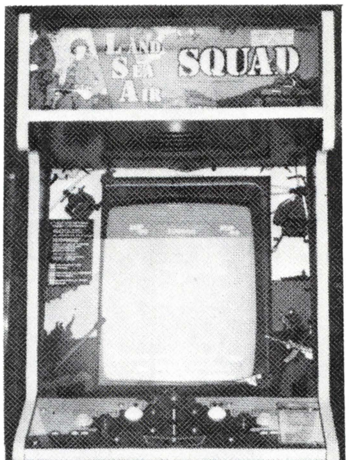
Taito America
Alcon '86


3 GREEN CLUB STROKE... 3
360M PT TOTAL... 5
PAR4 000M00cm
PLAY HOLE !!!

Taito America
Big Event Golf '86


Gladiator
TAITO

Taito America
Gladiator '86

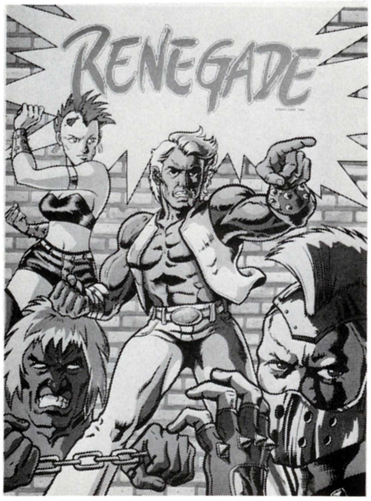

LAND SEA AIR SQUAD

Taito America
Land, Sea, Air Squad '86

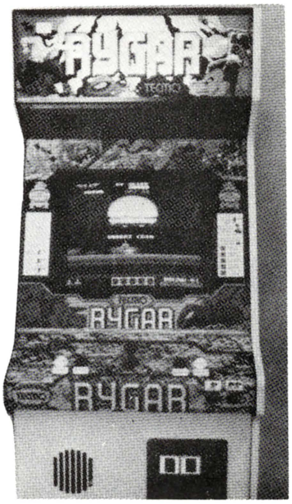
The legend of KAGE

Taito America
Legend of Kage '86
(also dedicated)

CONVERSIONS AND SYSTEMS



Taito America
Renegade '86


RYGAR
TECMO
RYGAR
RYGAR

Tecmo
Rygar '86

ALPHA MISSION

Tradewest
Alpha Mission '86

TRADEWEST
IKARI WARRIORS
TRADEWEST
IKARI WARRIORS

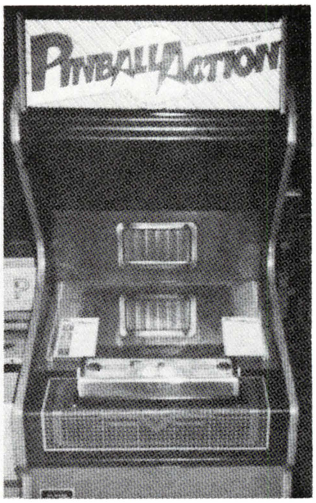
Tradewest
Ikari Warriors '86
(also dedicated)

World Games
Kyros '87

MISSION 660

World Games
Mission 660 '87(new kit)

SYSTEM HARDWARE


PINBALL ACTION

Tecmo
Pinball Action '85

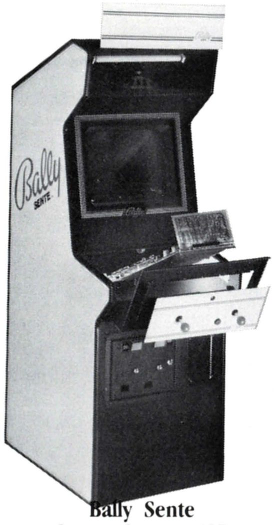
Williams Electronics
Aeroboto '85

SYSTEM HARDWARE

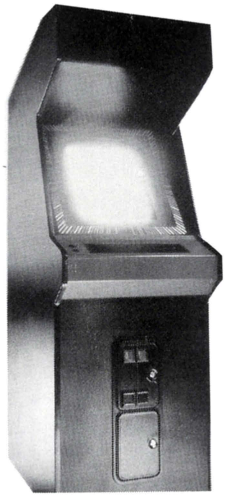
Bally SENTE
SENTE

Bally Sente
Sac I Cabinet

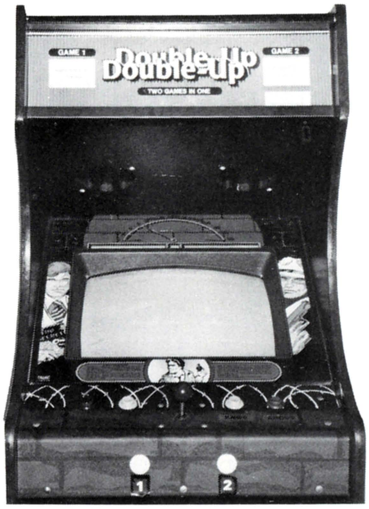
SYSTEM HARDWARE


Bally
SENTE

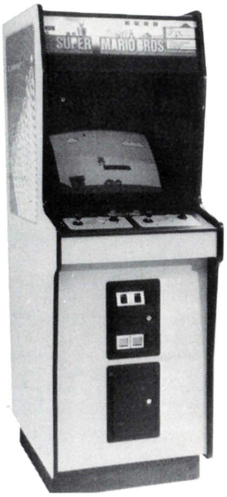
Bally Sente
Super System '87



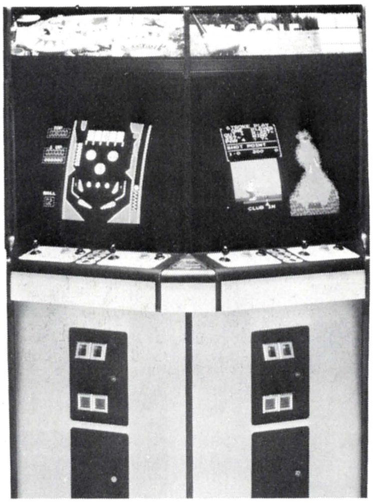
Dynamo
Video Hardware System


GAME 1
Double-Up
Double-Up
TWO GAMES IN ONE
GAME 2
1
2

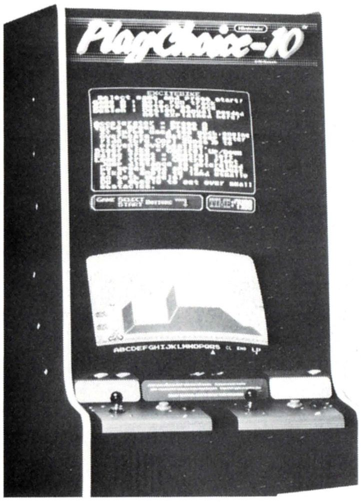
Multi-Tech
Double-Up


SUPER MARIO BROS

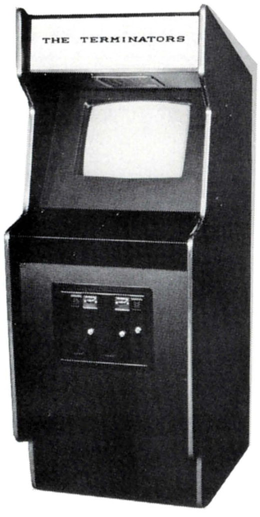
Nintendo of America
Unisystem



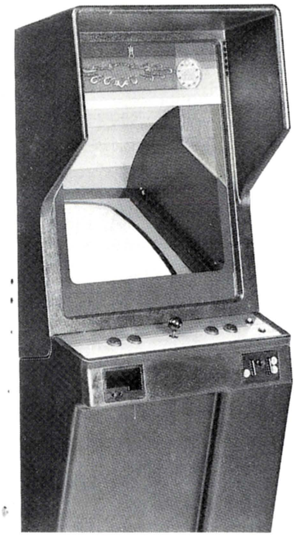
Nintendo of America
Dualsystem


PlayChoice-10
Nintendo

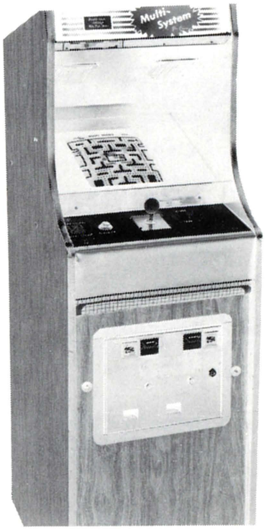
Nintendo of America
Play Choice 10


THE TERMINATORS

Nova Games
The Terminators '87



NSM
Video Body


Multi-System

Pro Circuitry
Multi-System

LASER DISC VIDEOS

ZANGUS
FUNAI
INTER STELLAR
ZANGUS

Funai/ESP
Zangus '85
(laser disc conversion)

FREEDOM FIGHTER

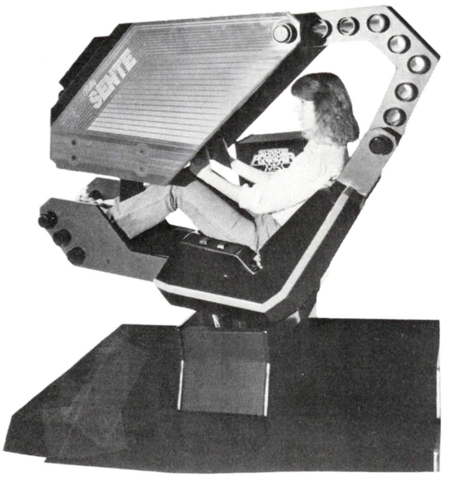
Millennium Game Products
Freedom Fighter '87

RDI
Thayer's Quest
(conv. for Dragon's Lair or Space Ace)

TOP GEAR
UNIVERSAL

Tehkan(now Tecmo)
Top Gear '85

FLIGHT SIMULATORS



Bally Sente
Shrike Avenger '85

Colorado Game Exchange
Hot Seat '85

PHOTOS NOT AVAILABLE:

Bally Midway
Sarge '85 (dedicated)

Cinematronics
Power Play '85 (system)

The Game Exchange
Alien Sector '86 (kit)

Komax
Flower '86 (kit)

Merit Industries
The Big Apple '87
(upright, countertop, cocktail & kit)

Nichibutsu
Amazon '86 (kit)
Mighty Guy '86 (kit)

Nintendo of America
Castlevania '87 (new kit)
Pro Wrestling '86 (kit) VS. Gumshoe '86
(kit)

Romstar
Empire City '86 (kit)

SMS Manufacturing
Super Winner's Shuffle '86
(for Montana gaming)

Status Games
Spectra '87
Sure Shot '87
19th Hole '87
(all upright, cocktail or kit for Status
System II)

Billboard TOP TEN

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HOT 100

TITLE	ARTIST	Label & Number/Distributing Label
1.LEAN ON ME	CLUB NOUVEAU	WARNER BROS. 7-28430
2.NOTHING'S GONNA STOP US NOW	STARSHIP	GRUNT 5109/RCA
3.LET'S WAIT AWHILE	JANET JACKSON	A&M 2906
4.TONIGHT, TONIGHT, TONIGHT	GENESIS	ATLANTIC 7-89290
5.MANDOLIN RAIN	BRUCE HORNSBY & THE RANGE	RCA 5087
6.SOMEWHERE OUT THERE (FROM "AN AMERICAN TAIL)	L.RONSTADT/J. INGRAM	MCA 52973
7.COME GO WITH ME	EXPOSE	ARISTA 1-9555
8.THE FINAL COUNTDOWN	EUROPE	EPIC 34-06416/E.P.A.
9.DON'T DREAM IT'S OVER	CROWDED HOUSE	CAPITOL 5614
10.I KNEW YOU WERE WAITING(FOR ME)	ARETHA FRANKLIN & GEORGE MICHAEL	ARISTA 1-9559

COUNTRY

TITLE	ARTIST	Label & Number/Distributing Label
1.SMALL TOWN GIRL	STEVE WARINER	MCA 53006
2.TWENTY YEARS AGO	KENNY ROGERS	RCA 5078-7
3.OCEAN FRONT PROPERTY	GEORGE STRAIT	MCA 53021
4.TALKIN' TO THE MOON	LARRY, STEVE, RUDY:THE GATLIN BROTHERS	COLUMBIA 38-06592
5."YOU'VE GOT" THE TOUCH	ALABAMA	RCA 5081-7
6.KIDS OF THE BABY BOOM	THE BELLAMY BROTHERS	MCA/CURB 53018/MCA
7.THE BED YOU MADE FOR ME	HIGHWAY 101	WARNER BROS.7-28483
8.ROSE IN PARADISE	WAYLON JENNINGS	MCA 53009
9.THE RIGHT LEFT HAND	GEORGE JONES	EPIC 34-06593
10.DON'T GO TO STRANGERS	T GRAHAM BROWN	CAPITOL 5664

ADULT CONTEMPORARY

TITLE	ARTIST	Label & Number/Distributing Label
1. MANDOLIN RAIN	BRUCE HORNSBY & THE RANGE	RCA 5087
2.LET'S WAIT AWHILE	JANET JACKSON	A&M 2906
3.NOTHING'S GONNA STOP US NOW	STARSHIP	GRUNT 5109/RCA
4.YOU GOT IT ALL	THE JETS	MCA 52968
5. I'LL STILL BE LOVING YOU	RESTLESS HEART	RCA 5056
6.I KNEW YOU WERE WAITING (FOR ME)	ARETHA FRANKLIN AND GEORGE MICHAEL	ARISTA 1-9559
7.WILL YOU STILL LOVE ME?	CHICAGO	WARNER BROS. 7.28512
8.SOMEWHERE OUT THERE (FROM "AN AMERICAN TAIL")	LINDA RONSTADT AND JAMES INGRAM	MCA 52973
9.ONLY LOVE REMAINS	PAUL MCCARTNEY	CAPITOL 5672
10.BALLERINA GIRL	LIONEL RICHIE	MOTOWN 1873

HOT BLACK

TITLE	ARTIST	Label & Number/Distributing Label
1.LOOKING FOR A NEW LOVE	JODY WATLEY	MCA 52956
2.LEAN ON ME	CLUB NOUVEAU	WARNER BROS. 7-28430
3.HOLD ME	SHEILA E.	PAISLEY PARK 7-28580/WARNER BROS.
4.STONE LOVE	KOOL & THE GANG	MERCURY 888 292-7/POLYGRAM
5.6	MADHOUSE	PAISLEY PARK 7-28485/WARNER BROS.
6.YOU BETTER QUIT	ONE WAY	MCA 6538
7.LET'S WAIT AWHILE	JANET JACKSON	A&M 2906
8.KEEP YOUR EYE ON ME	HERB ALPERT	A&M 2915
9.SIGN 'O' THE TIMES	PRINCE	PAISLEY PARK 7-28399/WARNER BROS.
10.I KNEW YOU WERE WAITING (FOR ME)	ARETHA FRANKLIN & GEORGE MICHAEL	ARISTA 9559

FRANK'S CRANKS

MY ACME HOT GAME PICKS

by Frank "The Crank" Seninsky

The majority of this column's readers responded in our last poll that they would like for me to go "out on the limb" more often and pick all the winners at the show. The U.S. National Video Game Team has been doing a good job of picking the hot games, but *only* from a player's standpoint. Let me make it perfectly clear that I only buy the games that I feel will be the most profitable for my company to operate and later resell or convert. I look for both "hits" and "sleepers", taking into account product quality, ease and frequency of service, availability of parts, financial condition, and priorities of the manufacturer, convertability, and projected resale value over the next few years.

PINBALL

Williams *F-14 Tomcat*

This was everyone's hit of the show. Designers Steve Richie, Eugene Jarvis, and Ed Boon (special effects) have done it again with this 14-month (from start to finish) effort. Sales of *F-14* should be 50 percent above those of *Pinbot*! Putting an island in just the right place in the middle section of a playfield has always been a tough part of pinball design work. The Williams team has perfectly positioned *F-14*'s island. The flipper shots on *F-14* require more skill to master than on most pins. Newly designed, reduced heat-generating flipper coils come with this new pin. These coils can also be used on *High Speed, Space Shuttle* and they not only increase flipper power, but also reduce the break blade arcing. The learning curve of *F-14* is longer than most, which means higher collections for operators. An optional "Flight Insurance" feature awards a player an extra ball (termed a "Bozo Ball" by pinballers) if his game time and/or score isn't long/high enough. Quite a nice feature to get new players into pinball.

VIDEO

Sega *Out-Run Mini*

Out Run has been the best game for the past several months and should continue this course. The newly released *Mini* cabinet looks just as impressive as the larger upright model. Street operators will like this smaller cabinet that will go in cramped locations and earn and earn. *Out-Run* is the only game I really bought large numbers of this year. Tom Petit, Senior vice president, sees a long run for *Out-Run* and hinted about another driving-type game in the near future.

Atari *Rolling Thunder*

This *Elevator Action/Kung Fu* type upright has excellent graphics. It has been earning in my top five route videos for the last few weeks. Note that Atari *720 Degrees* is also in my top five, but it's earnings have started to drop already.

Konami *Contra*

I've had this game out on test for the past few weeks and it's doing well. Several new videos are now player interactive with buy-in and continuation features. These features make *Contra* a more desirable purchase. Konami's Frank Pellegrini pointed out to me that some of the early *Contra*s were made with a dark monitor plexi which didn't blend well when a dark-type Wells-Gardner monitor was used. Now a lighter plexi is used with this monitor and the dark plexi is used with other lighter monitors. Konami also had *WEC LeMans* upright to compete with Sega's *Out-Run*.

SYSTEM GAMES

Atari *RoadBlasters*

Although it's first being made in the cockpit and upright models, I consider *RoadBlasters* to be a great System I conversion for my lesser earning *Marble Madness, Temple of Doom*, and *Road Runner* games. The futuristic high-tech cockpit unit looks to be excellent competition for the higher priced *Out-Run* sit-down. By the way, Robert Weatherby (Atari software designer) had a hand in bringing us *RoadBlasters*. Weatherby was the project leader for *Super Sprint* and *championship Sprint*.

Nintendo *PlayChoice-10*

I've been operating this game for what seems like almost a year now and it continues to be one of the steadiest earners I've ever seen. With updates costing only $25 each (*Gimme 10 Game Exchange*), I am convinced that Nintendo is really serious about being there for the operator. Nintendo heavy, Frank Ballouz, was instrumental in seeing that *PlayChoice-10* will soon be available as a KIT! First off we will be able to update *Punch-Out!!* (*Super Punch-Out!!* and *Arm Wrestling* too) into *PlayChoice-10* systems. By this summer *PlayChoice-10* conversion kits will be available for VS System games. What a great deal!!

Here are my best Nintendo software earners (not in order): Current--*Super Mario Bros., Goonies, Excitebike*, and *Pro Wrestling*. Coming attractions--*Castlevania* and *Metroid* are the best; *Trojan, 1942*, and *Rush'N Attack* are also good. That should be enough advice without having to name all the remaining software.

Sente Super System *Moonquake*

It was inevitable that Sente would develop a new system which would allow for more memory, finer graphics, and greater power.

The Super System will update any Sente game (including *SAC* MAN). The first software package, *Moonquake*, got a lot of attention. Its low price of $1295 also got the attention of many operators. I have not tested this game yet, but I have a feeling that it is a good enough game to warrant operators upgrading their Sente games into this new system

CONVERSION KITS

Cinematronics *Baseball Season II*

I know that *World Series* has been my best kit for the past year and probably of all time. The new *Season II* will be another winner if players don't find it too sophisticated. Jim Pierce, President, looks confident these days. New innovations are: 1) faster pitch speed; 2) run/steal and extra bases (hit & run) options with both offense and defense speed control; 3) wild pitches; 4) hit batters; 5) catcher missed third strike; 6) defensive "cut-off" man options; 7) now easier to bunt; 8) number of hits is displayed on the scoreboard along with each batter's lifetime average and current pitcher's lifetime ERA. *Season II* is also available as a dedicated upright and as a *World Series* update (at just over half the cost of the *Series II* kit).

Status *19th Hole*

This is just a super miniature golf game with great graphics. This Status System II game is made as as an update for all Status System I games, in dedicated and countertop models, and as a horizontal universal kit that can be ordered with a customized panel when converting all Merit and Greyhound trivia games. A buy-in feature and hole update software (Mike Yaffa told me about this) will keep this sports game earning for quite some time.

Taito *Rastan Saga*

This horizontal game caught my attention. The screen scrolls up/down and left/right as the player slashes his way through six patterns with three scenes each. The buy-in feature is a plus.

SNK *Psycho Soldier*

I found this horizontal space themed (like *1942*) game to be very easy and basic. This usually means that both arcade and street locations will support a game. Two weeks ago in Japan, *Pscho Soldier* got the best response of any new game. Note that this doesn't necessarily mean that U.S. players will make it number one here. A buy-in feature and a seven world cycle-through with higher difficulty, further help make this game appealing.

MERCHANDISE/REDEMPTION/NOVELTY GAMES

Kramer *Skill Dozer*

This was one of my favorite games as a kid in Palisades Amusement Park, Cliffside, N.J. Kramer's high-tech adaptation, which I've labeled as a skill merchandiser, is just what I was looking for to put into our summer arcades. I'm going to do a feature article on this game in STAR*TECH Journal next month. The player has a set amount of time to maneuver a joystick controlled dozer into pushing a prize up the mirrored incline into a goal. I find this game more fun to play than a rotary. Robert Schwartz, Dave Katz, and Phil Horowitz of Kramer look like they have a winner.

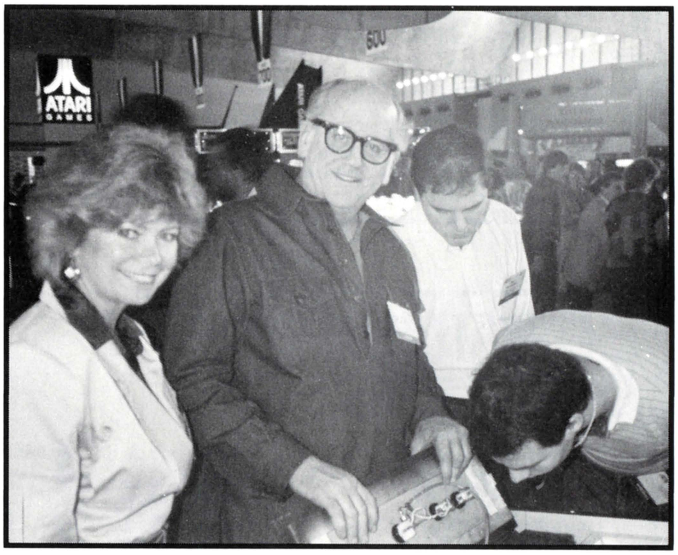

FIGURE 1. Wedges/Ledges" Liz Gannon, National Sales Manager (left), Steve Shoemaker, President (middle), and Jim Iodice, Head Tech & Designer for Alpha-Omega Amusements & Sales (right), go over the new *Comer* merchandiser.

Wedges/Ledges *Comer*

Steve Shoemaker has developed a fascinating self-stocking, dual direction, belt merchandise game that I think is the only really new merchandise concept that I've seen in a long, long time. My hat's off to Steve and his crew (Liz Gannon, National Sales Manager; and Fred Gillmer of E/Z Tech). *Comer* (joystick model) and *E-Z Pushover* (button version) will be made in single, double, and 4-player versions which can utilize a large variety of gifts and prizes. See Figure 1.

Gamemasters *2-Player Self-Loading Rotary*

For a rotary to make it as a street piece, it simply must be self-loading. Mike Macke jumped on this notion and came up with what looks like a cocktail table self-loading rotary. Each player

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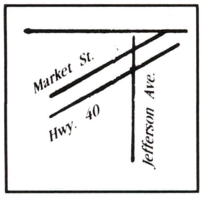

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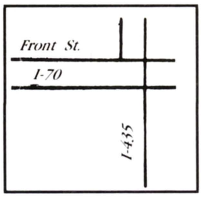

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side is driven by a circuit board and Gamemasters is providing a spare board with each game. Different size and shape containers can be loaded which makes this model, in my opinion, an excellent concept. See Figure 2.

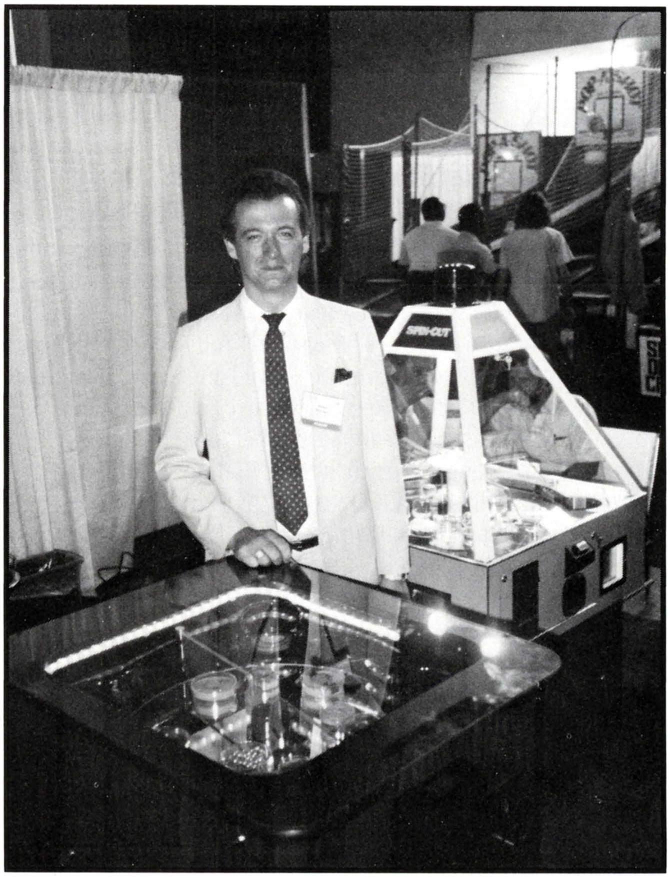

FIGURE 2. Gamemasters President Mike Macke shows off his new *2-Player Self-Loading Rotary Merchandiser*.

Intermark *Competition Basketball*

This game comes as a one or two player model and uses the small basketballs just like *Pop-A-Shot* (who does not sell their product anymore, but only leases them to one operator in each state). *Competition Basketball*, with its low price, looks to be a natural for operators.

NOTE: *I have not tested the above four products and I reserve judgment as to how well they will hold up on location. I plan to work with these manufacturers testing their games in the very near future.*

There were several other good games shown, but I've only mentioned those which I feel will be the best operator buys. I'll keep you posted as to how they are doing. As always.....keep cranking!

PLAYERS' PICKS

Best Games of ACME, From a Player's View

BY STEVE HARRIS AND THE U.S. NATIONAL VIDEO GAME TEAM

What a show!

The second annual American Coin Machine Expo greeted its visitors with the latest product. Attendance to this definitive spring event was up, and all available floorspace was put to use. And, if the varied selection of equipment wasn't enough, this year's show beckoned the trade to the beautiful setting and warm climate of New Orleans. While selection of new games would have provided an ample reason to travel, the hospitality and excitement of this great southern city made the trip worthwhile.

While manufacturers touted their goods to receptive operators and distributors, the general display of new machines provided select members of the U.S. National Video Game Team with the perfect opportunity to test the latest video and pin games. With emphasis on game play and operator return on investment in mind, the team voyaged out onto the floor to pick and choose the best games of the show from a player's point of view.

To be completely honest, the lineup at ACME '87 wasn't exactly sterling. But I guess we're slightly prejudiced in our assessment of this convention. After all, AMOA '86 was without a doubt one of the strongest industry trade shows in some years, possibly offering the best selection of games ever seen in a post-boom expo. Unfortunately, only a few titles really caught our eye, with the majority of the equipment being nothing more than rehashed versions of existing themes. There was no true show-stopper in the video department, no game that left team members breathless like *Out-Run* did at AMOA '86. That's not to say there were no good games, it was just a lot harder to find them.

Despite the lack of diversified product, ACME did manage to dish up some real treats for everyone in attendance. Pinball continued along its path of perfection with introductions from all of the majors as well as an intense first effort from the newly formed pinball division of Data East.

Although video slipped a bit at this show, there were still some great games to choose from in practically every format. One of the brighter signs to come from ACME was the appearance of several new game companies like World Games and improvements in existing technology, made evident at the Bally Sente booth in the form of a new interchangeable system with even more features than its predecessor. It's nice to see new blood come into the industry (bringing with it new ideals and creative energy) and it's also nice to know that many companies haven't given up on developing more versatile hardware (which, in turn, ensures better games).

The U.S. National Video Game Team Picks Hits

For the benefit of those operators who couldn't attend the ACME convention, or for those operators who possibly had questions about certain games, the U.S. National Video Game team (a collection of the world's finest video and pinball athletes) sampled all games on display and subsequently presented a number of "Pick Hit" awards to deserving games. The winning titles were chosen under a number of categories, including Best Game of Show, Best Video, and Best Pinball Machine. Remember, these selections represent the opinions of game players who

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BEST GAME OF SHOW

BEST PINBALL GAME OF SHOW

And the winner is...
Williams Electronics' *F-14 Tomcat.*

Since Williams' introduction of *High Speed* at the 1985 AMOA Expo, pinball has matured into a regal form of entertainment, attracting old patrons back while capturing some new interest from coin-op video players. Fast-paced musical scores, vocal embellishments, and a host of other incentives have once again brought pinball to the front of all the coin-op amusements.

Although we've seen a number of outstanding attempts and original themes over the past few years, the performance of all pins has been based on comparisons to *High Speed*, the perennial favorite of the post-video boom. *High Speed*'s top status has finally been challenged, however, as the masterminds behind *High Speed* once again bring out their creative talents. The end result is yet another example of pinball magic; a powerhouse beyond comparison carrying the Williams logo and the title of *F-14 Tomcat*.

F-14 features all the trademarks of a great Steve Richie pin. From the numerous scoring incentives and exciting field, to the thunderous crescendo of hard-hitting background music and realistic sound effects, *F-14* combines all of the best elements from *High Speed*, tosses in new features guaranteed to spark player interest and sustain earnings, and throws them together against the backdrop of do-or-die aerial combat.

The *F-14* playfield is structured to divide the action evenly between the top and bottom portions of the table, while providing a number of targets on either side of the playfield.

At the beginning of play the ball is delivered into a special rail ramp

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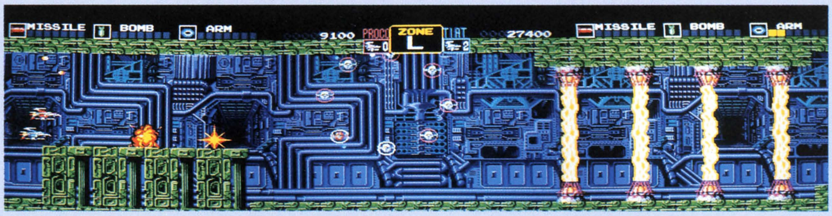
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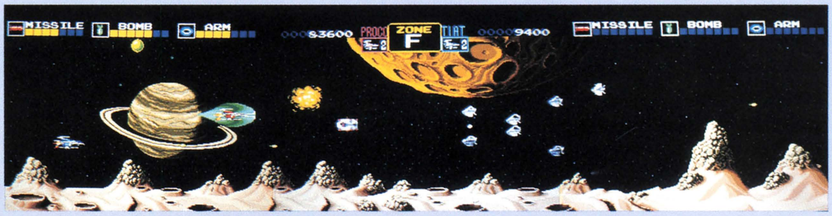
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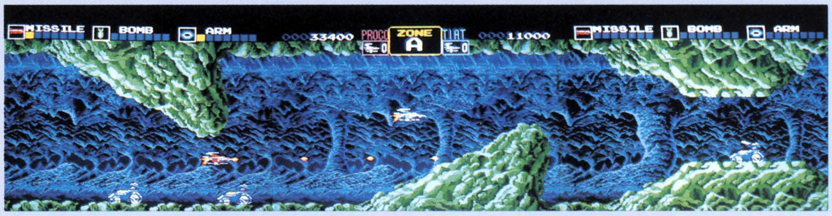
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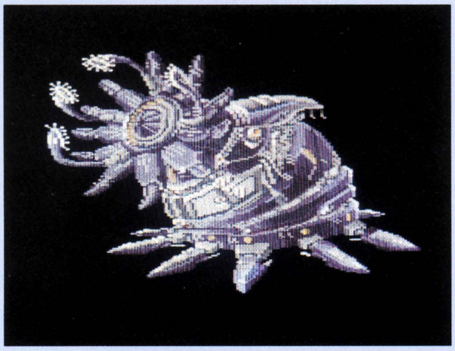

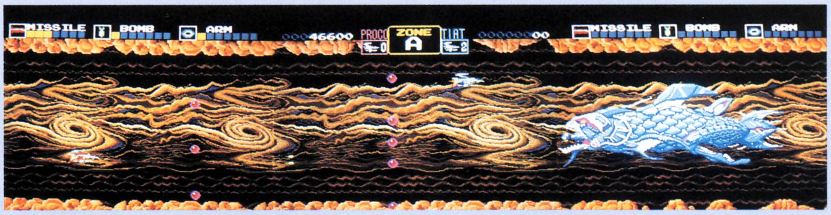
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CABINET DIMENSIONS:
HEIGHT: 70¼″
WIDTH: 36½″
DEPTH: 29½″

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(identical in appearance to those featured in *High Speed*) that sends the silver winding to the top of the playfield where an innovative smart-ball diverter sends the ball where a shot is needed, along any one of three different flight patterns. The ball is subsequently thrust into play, performing a fly-by loop that sends the ball into action at incredible speeds. Mounted on either side of this area are flippers capable of addressing any of the targets in the upper portion of the playfield like the bonus multiplier or the T-O-M C-A-T bullseye. Spelling T-O-M C-A-T earns a variety of awards like ball locks and rip-off bonuses.

The central portion of the playfield is a large target sight and two angled banks of targets. Once all six targets are lit, the player can eliminate his adversaries by skillfully hitting the pair of bullseyes facing directly forward. Destroying all seven airborne targets lights extra ball and provides an opportunity to go after the game's main villain, General Yagov, a nasty commie with a bad attitude that constantly taunts the player with a seemingly endless supply of insults. The remainder of the playfield includes skill shots which institute multi-ball play and a hidden target that crosses over a Line of Death and returns the ball into play at dizzying speeds in what Williams calls the fastest shot in pinball.

The graphics of *F-14* are simply beautiful, rendered in a patriotic color scheme that exemplifies the theme of the game. The backglass art is equally impressive and a testament to the attraction of non-photographic backglass art (a direction instigated by Premier that the rest of the pin industry, with the notable exception of Williams, seems to be following). The artwork is involved and exciting and completely original, meshing with the visual storyline perfectly!

The lighting and audio effects are top notch as well. *F-14* cascades with light effects that are second to none, generating even more emphasis on harder shots and delivering additional rewards for skillful play. Besides the playfield lamps, *F-14 Tomcat* also boasts a trio of dome lights which burst to life at select times during play, creating spectator enjoyment and attracting attention to the whole location.

Talk about music! *F-14* has one of the best (if not the best) musical scores ever heard in a coin-op game. The background audio keeps pace with the action, while the wonderful sound effects (explosions, jets, and missiles) lend extra realism to the game environment. Vocal reproduction is outstanding, with allied pilots cheering on the player and livening up the game with yells and screams whenever certain aerial stunts are performed. Also heard frequently throughout the game are the evil taunts of General Yagov as he tries to out-shoot the player.

F-14 is undeniably the best pin to appear for some time. It wraps all of its excitement into a package exploding with action and game play, marked by a theme that will have players forming lines to play. *F-14* is one of those rare titles that comes close to perfection. As one operator noticed, "Everything Steve Ritchie touches turns to gold!" One look at *F-14 Tomcat* and you'll readily agree.

Do not, I repeat, do not pass this one up! In the months to come we'll see just what a money-making tour-de-force this is. *F-14 Tomcat*, like its creator, is pure genius.

BEST VIDEO GAME OF SHOW

And the winner is...
Atari's *RoadBlasters.*

In the absence of a truly outstanding show-stopper like *Out-Run*, the selection for the best video was more even, with many more games in contention (games which wouldn't have had a chance at AMOA '86). With many games to choose from, it appeared as though the competition for "Best Video of Show" would be close, until we saw the latest software package for Atari's convertible System I, *RoadBlasters*.

Available in both software and dedicated cockpit formats, *RoadBlasters* offers a combination of game themes, tied together in one game package. Imagine *Pole Position* meeting *Spy Hunter* and you get the basic idea of how *RoadBlasters* plays.

Using a steering wheel mechanism that is really a variation on the *Star Wars* game control, *RoadBlasters* presents players with a number of challenges. Beyond the rudimentary skills of simple driving, *RoadBlasters* also challenges players to avoid or destroy roadside gunners, enemy cars and foreign objects, while retrieving additional weapons and customizing features occasionally dropped from an airborne weapons vehicle. Additional hazards such as mines as well as bonus objects like fuel cells also appear to liven up the action.

The animation in *RoadBlasters* is superb quality, with great definition on both the foreground and background visuals. The perspective is similar to that of *Pole Position*, but the ever-changing roadway is much more interesting and much more colorful than those of its predecessor.

RoadBlasters is a step above similar racing games by offering players an abundance of strategic abilities. The variety of weapons available make each encounter different and exciting. Special scoring incentives also add depth for those die-hard players who appreciate them.

Atari, fresh from its successful *Gauntlet II* Players Quest contest, has programmed a similar give-away into *RoadBlasters*. Once a player completes the game's 50th wave, a personalized secret code is given that entitles the skillful gamer to a free *RoadBlasters* T-Shirt. All the player needs to do is send his special code to Atari on a postcard to claim his prize. This is another nice touch that provides a sense of accomplishment and will undoubtedly attract more coins to the cashbox.

Another benefit operators will reap

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from placing *RoadBlasters* is the indirect advertising and promotional work that Matchbox Toys will be utilizing to announce its new line of *RoadBlasters* die-cast cars. The benefits from this name association are clearly apparent, drawing potential players to the game with very little effort.

RoadBlasters is an intense driving/shooting contest that delivers all the intense action and superior game play that have become the Atari trademark. Building an original storyline around the proven and very popular driving/racing play mechanics makes *Roadblasters* fun for all players. *RoadBlasters* is a gem of a game and a must for owners of System I mainframes.

BEST CONVERSION KIT

And the winner is...

Romstar's *Sky Sharks.*

Romstar has led the industry with successful licensed products, bringing us such favorites as *1942, Ghosts & Goblins,* and, more recently, big money-makers like *Arkanoid.* Although Romstar leaves the research and development of new products to other manufacturers like Capcom and Taito, its games generally feature fast-paced themes and brilliant animation supported by simple and involving game play.

At ACME '87, Romstar debuted its latest conversion kits. Not only did they have a great new follow-up to last year's top conversion, *Arkanoid,* but it had a surprise piece that was received well.

Sky Sharks, the latest Capcom/Romstar collaboration, has all the qualities of a number one hit. With breathtaking visuals that put a lot of the dedicated fare to shame, *Sky Sharks* comes from the same mold as *Galaga* and *1942. Sky Sharks* is easy to understand, fun to play, and guaranteed to deliver today, tomorrow, and a year from now.

The theme of *Sky Sharks* is straight forward: guide a bi-plane over an ever-changing and beautifully rendered terrain while eliminating anything and everything that comes in your path. Sound familiar? Well, *Sky* Sharks spices up this old recipe by throwing in a number of offensive weapons, progressive customizing features that increase firepower, and innumerable opponents. *Sky Sharks* throws this volatile combination together with masterful judgment, and the end result is an intense shooting contest with no equal.

As I pointed out before, the graphics and animation of *Sky Sharks* are nothing short of outstanding. We've seen a hundred shoot-em-ups, but none with such attention to detail or all-out visual flair. The backgrounds scroll to create a realistic field of depth while the foreground characters fly above this landscape with an equal attention to color and detail.

The sound effects are adequate considering the majority of them are explosions and rat-a-tat-tat's. The quality is there, however, and when combined with the jazzy background tunes the game is even more entertaining.

The members of the U.S. National Video Game Team were impressed with *Sky Sharks.* The game's rich attention to visual clarity is matched only by the all-out intensity of the game play. And, when you consider that you can get three kits for the price of your average dedicated, *Sky Sharks* is a game that will be embraced by operators and players alike!

We'll round out the rest of the awards in the next issue, but we felt you'd like to know the best as soon as possible. I'd like to take this space, however, to congratulate everyone on a fantastic show. The exhibits, seminars, and good times assured us that the coin-op industry is on the right course and headed for prosperity! Good luck to all in the months ahead.

CRITIC'S CORNER

ARE YOU GAME?

THE LATEST COIN-OP RELEASES ARE A BREED APART FROM THE NORM.

BY ROGER C. SHARPE

It's nice to see some stability back in the industry and one major spring trade show and the type of response it has generated is a major example. There really is a renewed enthusiasm surrounding coin-op as evidenced by the top quality products to the growing player base.

In fact, the mood this spring seems to be more upbeat than what the industry has experienced for quite some time. Every manufacturer is actively developing and producing equipment that is bridging the gap between sophisticated player interaction and mutli-tiered game themes. Exceptional efforts are getting their due and increased earning across the board reflect what is shaping up to be a very strong calendar year.

The diversity and array of new machines is impressive, especially pinball machines. Bally/Midway is offering follow-ups to *Strange Science* called *City Slicker* and *HardBody*, Williams with *Millionaire* and the eagerly awaited Steve Ritchie creation *F-14 tomcat*, while Premier has recently released *Monte Carlo* (with a very similar theme to William's roulette wheel *Millionaire*). And, in the wings is the first Data East/Gary Stern pinball effort that has come together amazingly fast since AMOA and the unveiling of the relationship.

Speaking of AMOA, many video games that were introduced back in November are now making their presence felt and at ACME these same machines will undoubtedly garner more support and attention, although the major manufacturers have also readied a number of new releases for the spring/summer season. Some are Atari's *Rolling Thunder*, Bally/Midway's *Spy Hunter II*, Cinematronics with a power-packed line-up, Data East's *Lock-On*, and many more announcements from Konami, Capcom/Romstar, SNK, Taito, Tradewest, Memetron...and on and on. With all the action, can prosperity be that far behind? Let's take a look at a round-up of equipment available now and see what the trends and forecasts are for continued success.

Bally/Midway's *Power Drive*

When I saw this game at AMOA I was impressed, especially with the type of interaction that *Power Drive* provided. For me it was a return to those frantic and physically-draining days of Konami's *Track & Field* where the players banged away at button controls to manipulate the action on the screen. Here, the same premise was repeated, utilizing larger buttons (reminiscent of the old *Granny and the Gators* pin/vid control panel) and the need for players to roll up their sleeves and get into the game.

What I found particularly appealing was the theme of the game, since I have turned the dial to ESPN and watched humungeous trucks compete in a number of amazing events in specially prepared mounds of dirt and mud. Add a joystick shift for two-wheel or four-wheel drive and an almost never-ending string of head-to-head competitions for up to three players and I really felt as if Bally/Midway has a winner on its hands.

Unfortunately, *Power Drive* has gotten lost in the shuffle and the returns haven't been all that great for the most part. But I still have very positive feelings about the machine. In fact, every truck stop on every highway should have one. Also college-based bars and taverns are ideal locations since the head-to-head play is exceptional. Obviously, *Power Drive* isn't for every location, but in some this piece could be a financial benefit. And with the warm weather months coming and some operations looking for viable filler pieces, I highly recommend *Power Drive*, especially since it can probably be purchased brand new out of the carton at a decent price.

I found *Power Drive* to be challenging and the competitiveness inherent in the price is enough to warrant a *###* 1/2 and my vote of confidence for this monster of a game.

Premier's *Gold Wings*

Gottlieb pinballs by Premier continue to take great strides back from what once was considered an extremely conservative stance regarding playfield design and product execution. And, although *Monte Carlo* has recently become available, *Gold Wings* hasn't lost it's appeal. In fact, here's a machine with a little bit of everything for every caliber of pinball player.

John Trudeau has taken advantage of almost every usable inch of space on the board, borrowing heavily from the layout geometry and ball movement of *Hollywood Heat* but improved and refined. What's so intriguing about the design of *Gold Wings* is the segmentation of the board that all interrelate in the total scheme. The top portion is a basic lane and thumper arrangement for gaining bonus multiplier, but move over to the top left and there is an area with a single flipper, a kick-out hole for locking up a ball and a curly-cue metal ramp that sends a ball up and around and over the top lanes; scoring increased point values along the way with the potential for a special.

Access to this area is either from the top lanes down and over through the thumper bumper area or via a center spinner shot, or an angled, clear ramp that leads across the board. The bottom of the playfield is really very similar in concept and execution to Gottlieb's old *Rocky* and *Striker* pinballs with two distinct side portions and no outlanes. The main targets here are an array of eight stand-up targets which can mean a potential extra ball, gained through two little roundabouts at the middle of the board. Also on the right is an interesting use of the plunger lane with a top entry and a possible 500,000 points without any bonus multiplier attached. This can really add up in multi-ball play in order to get into Premier's eight-digit scoring displays. At the left is a single flipper, while the right side offers a more conventional set-up of dual flippers.

These are *Gold Wings* playfield highlights, which combine theme and effects in a rather comprehensive manner. The play, in general, can be rather long for the talented pinball wizard which might reflect badly on overall earnings, but *Gold Wings* packs a punch with a feature-filled board, solid sound effects, and attractive graphics. It should prove to be a steady earner over a long period of time and seems to have the legs to sustain itself for a good three to five month period.

I'm impressed by how far Premier has come in the past few machines and give *Gold Wings* a solid ###.

Romstar's *Bubble Bobble*

This company has made enormous strides in the business and continues to provide an interesting mix of products that have quietly, but decisively, made an impact. Add to that list a sleeper called *Bubble Bobble*. It's difficult to define cute these days when it comes to videos, especially since we don't have the proliferation of games like *Kangaroo, Turtles, Congo Bongo, Pengo, Frogger and even Pac-Man*, as well as many others. But *Bubble Bobble* has many of the same qualities with some simplistic play that's heavy on strategy and timing, a multitude of screens (over 100) and optional one or two player competition. The weapons are little balloons to ward off a cast of enemies that reminds me a bit of *Mario Bros., Mappy* and other maze-type endeavors where patterns change from level to level.

Although unassuming on the surface, *Bubble Bobble* might just be a winning combination of features in a single package that can offer a good balance for any game room operation. It's different enough, and yet familiar enough to be a solid filler with the type of play appeal to draw players back time and time again. I was first impressed with *Bubble Bobble* at AMOA and still feel the same. For the spring/summer push, *Bubble Bobble* might just have a following waiting to discover its charms and challenges. For the ingenuity of bringing back a piece with these characteristics, I'll give it a solid ###.

Cinematronics' *Danger Zone*

Manufacturers have been trying a variety of approaches for interactive game play. We saw the hype surrounding Sente's *Strike Avenger*, and sit-down machines that rocked, rolled and moved around based upon the action on the screen. Well, these high-tech kiddie rides didn't take off and, for the most part, disappeared from view.

Next we saw *Hang-On* and *Out Run* where the cabinetry design tied in with the game theme and players had the opportunity to experience the action through machine movements or controls. The question next is whether we will be seeing joy buzzers on upcoming machines to shock players. Well, apart from Nintendo's *Slalom* or Sente's *Stompin'*, a Cinematronics' solution seems to be extremely viable given its execution on *Danger Zone*.

The concept of the game is pretty basic with a combat motif that has the player shooting from a stationary ground base, trying to destroy oncoming enemies from the skies. However, it's the comfort of this familiar theme that allows for the neat inclusion of a swivel monitor that lets the player track and move with the ongoing screen images. And that's the part that works so well in the presentation of the entire package. Even the redundancy of the screen action with its waves of copters and jet fighters isn't that apparent because the game works so well as players take aim and move from side-to-side and up-and-down to track and destroy the enemy.

There's a real sense of power and control in manipulating the twin pistol grips to fire at any and all targets. And, fortunately, Cinematronics hasn't gone to the lengths that Atari did with *Battle Zone*, where unseen terrors can suddenly wipe you out. For the most part the movement on screen is in front and on the sides--easily tracked with the use of a radarscope below the actual action--rather than behind your station of attack.

Described a different way, it's as if the player is one of the bases in *Missile Command*, looking up and out at the enemy and fighting for survival. The first person perspective is great and extremely effective with the innovative cabinet design/construction that doesn't make *Danger Zone* a passive experience.

I like what Cinematronics has done with a very rudimentary war theme, packaged in a way that is going to cause attention and excitement in almost any game room. I'll go with a strong ###, more for the execution of the idea and the doors it opens for the coming months since it takes the old slide and shoot, or fire-away-at-random theme to the next logical level.

And that's it for this time around. Much is developing in the marketplace and next time Critic's Corner will endeavor to keep you on top of the newest releases and those pieces of equipment that might be right for the months ahead. As always, until next time, be well and prosper.

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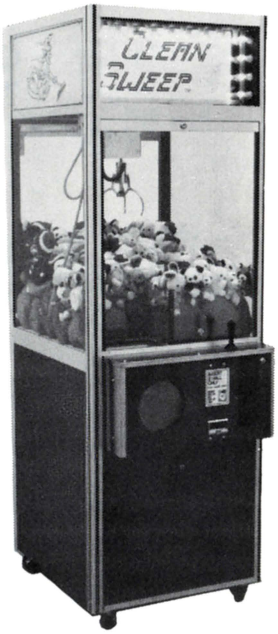

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(Trailer Mounted)
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(Floor Model)

TRIPLE UNIT
71″ Wide
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58″ High
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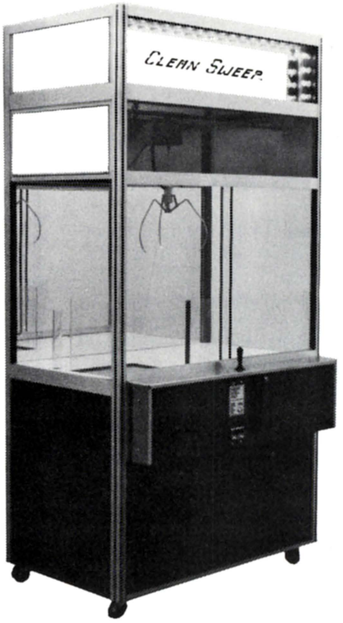
81″ High
(Floor Model)



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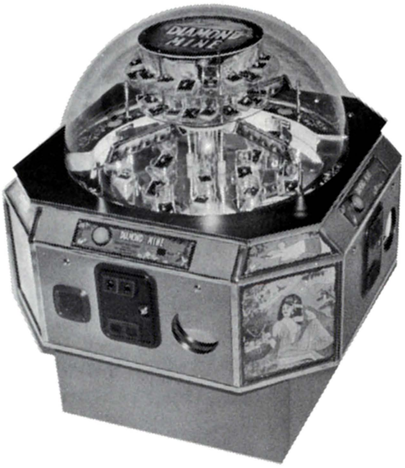

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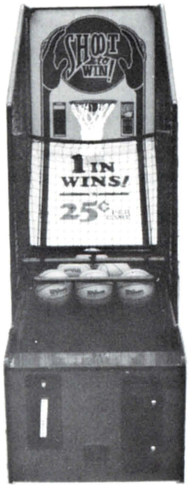

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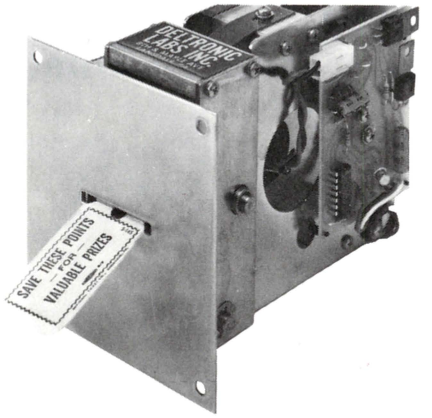

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TIP FOR SYSTEM 80 & 80A PINS

BY JOHN ROBERTSON, PRESIDENT OF JOHN'S JUKES LTD.

This is a tip to stop Gottlieb system 80 & 80A pinball machines from blowing driver transistors and coils.

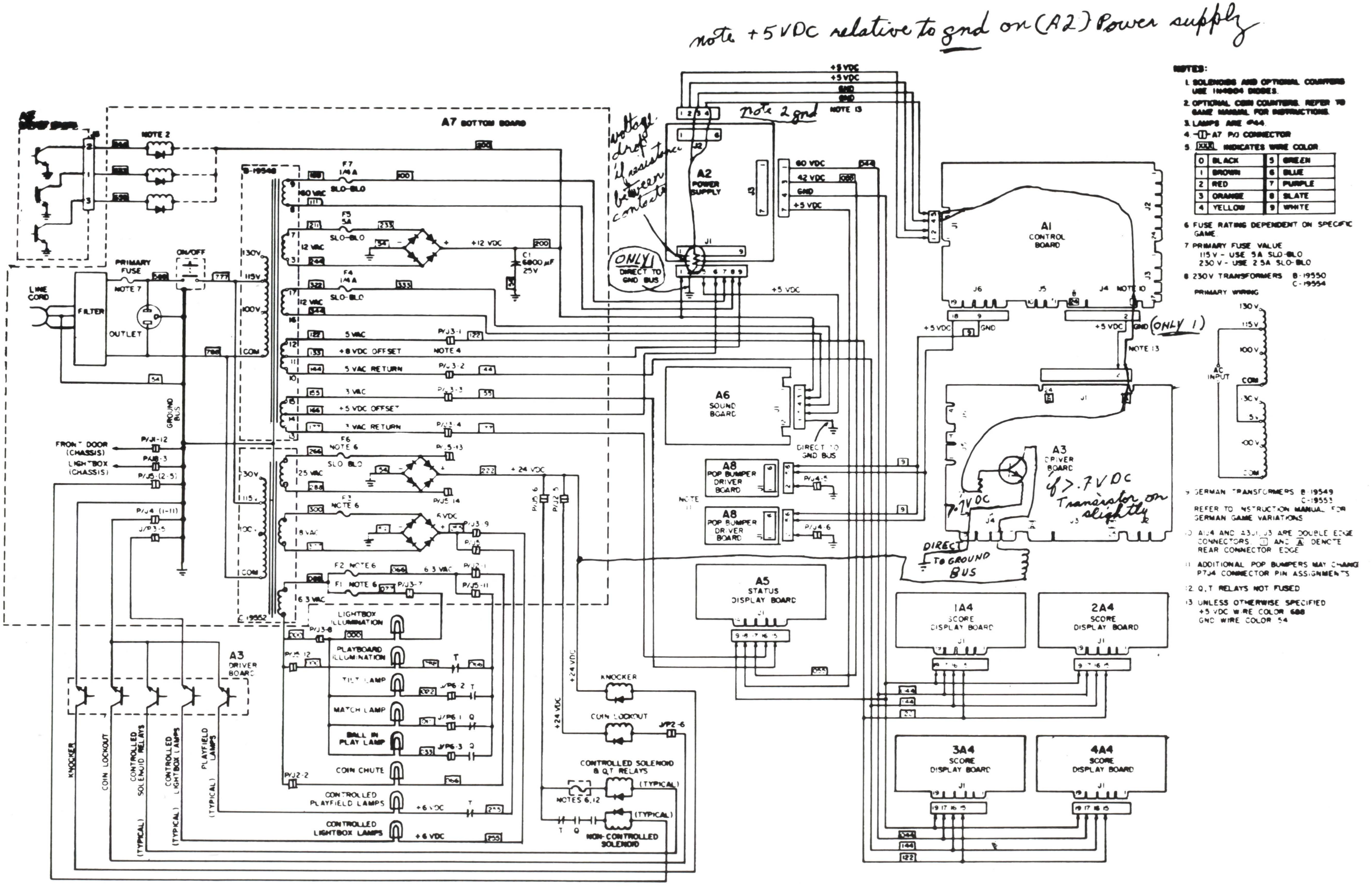
The problem stems from an apparent error in design of the DRIVER BOARD (A3 on diagram) in the SOLENOID GROUND and the LOGIC GROUND. If you examine the schematic for the driver board you will see that pulldown resistors R55, R58, and R61 are connected to the LOGIC GROUND, but the driver transistors Q58, Q62, and Q64 emitters are connected to the SOLENOID GROUND. Now, if you trace the LOGIC GROUND back from the DRIVER BOARD, there is a single ground line connecting it to the CONTROL BOARD (A1) through the jumper plug between A1-J4 (1) and A3-J1 (1). Continuing back through the CONTROL BOARD (A1), the LOGIC GROUND is connected to the power supply with two ground lines. And going back further, there is only one ground line at power supply (A2) J1 pin 2. In fact, this pin connector is the primary cause of the problem. There can develop between the pin and the connector a resistance of several ohms. Then the +5 supply will create a situation where the LOGIC GROUND can be raised relative to SOLENOID GROUND as much as one to two volts. Of course, what happens then is the driver transistors are now getting –.7 volts at their bases and biasing on. Fry city...

There are two steps required to cure this situation: (1) Replace the pin on the plug A2-J1 pin 2 with MOLEX part #08-50-0189. These pins have added side wipers to the face wipe action (and in fact work very well in Bally and Stern power pin connectors). (2) Add a jumper on the jumper plug between A1-J4 (1) and A3-J1 (1) using MOLEX part # 08-50-0106 and a short piece of wire.

I feel this problem has prejudiced a lot of operators against these otherwise well-designed machines.

I also would like to see another ground pin used on the POWER SUPPLY connector A2-J1, perhaps using the through line at A2-J1 (3) as a second ground for pinballs.

One last suggestion, if you can't get the MOLEX pins, splice a jumper from the green line (plug A2-J1) to the jumper plug between the POWER SUPPLY A2-J2 (green wires) and CONTROL BOARD A1-J1.


note +5VDC relative to gnd on (A2) Power supply
voltage drop if resistance between contacts
note 2 gnd
ONLY 1 DIRECT TO GND BUS
GND (ONLY 1)
if >.7VDC Transistor on slightly
DIRECT TO GROUND BUS
A7 BOTTOM BOARD
A2 POWER SUPPLY
A1 CONTROL BOARD
A3 DRIVER BOARD
A5 STATUS DISPLAY BOARD
A6 SOUND BOARD
A8 POP BUMPER DRIVER BOARD
1A4 SCORE DISPLAY BOARD
2A4 SCORE DISPLAY BOARD
3A4 SCORE DISPLAY BOARD
4A4 SCORE DISPLAY BOARD
+5 VDC
GND
NOTE 13
60 VDC
42 VDC
DIRECT TO GND BUS
LINE CORD
FILTER
PRIMARY FUSE NOTE 7
OUTLET
ON/OFF
GROUND BUS
FRONT DOOR (CHASSIS)
LIGHTBOX (CHASSIS)
B-19548
C-19552
F7 1/4 A SLO-BLO
160 VAC
F5 5A SLO-BLO
12 VAC
+12 VDC
C1 6800 µF 25V
F4 1/4 A SLO-BLO
5 VAC
+8 VDC OFFSET
NOTE 4
5 VAC RETURN
3 VAC
+5 VDC OFFSET
3 VAC RETURN
F6 NOTE 6 SLO BLO
25 VAC
+24 VDC
F3 NOTE 6
8 VAC
6 VDC
F2 NOTE 6
F1 NOTE 6
6.3 VAC
LIGHTBOX ILLUMINATION
PLAYBOARD ILLUMINATION
TILT LAMP
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COIN LOCKOUT
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NOTES 6,12
NON-CONTROLLED SOLENOID (TYPICAL)
CONTROLLED SOLENOID RELAYS (TYPICAL)
CONTROLLED LIGHTBOX LAMPS (TYPICAL)
PLAYFIELD LAMPS (TYPICAL)
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2. OPTIONAL COIN COUNTERS. REFER TO GAME MANUAL FOR INSTRUCTIONS.
3. LAMPS ARE #44.
4. -[]- A7 P/J CONNECTOR
5. [XXX] INDICATES WIRE COLOR
0 BLACK
1 BROWN
2 RED
3 ORANGE
4 YELLOW
5 GREEN
6 BLUE
7 PURPLE
8 SLATE
9 WHITE
6 FUSE RATING DEPENDENT ON SPECIFIC GAME.
7 PRIMARY FUSE VALUE
115 V - USE 5A SLO-BLO
230 V - USE 2.5A SLO-BLO
8 230V TRANSFORMERS B-19550 C-19554
PRIMARY WIRING
130 V
115 V
100 V
COM
AC INPUT
9 GERMAN TRANSFORMERS B-19549 C-19553
REFER TO INSTRUCTION MANUAL FOR GERMAN GAME VARIATIONS
10 A1J4 AND A3J1, J3 ARE DOUBLE EDGE CONNECTORS. [1] AND [A] DENOTE REAR CONNECTOR EDGE
11 ADDITIONAL POP BUMPERS MAY CHANGE P7J4 CONNECTOR PIN ASSIGNMENTS
12 Q,T RELAYS NOT FUSED
13 UNLESS OTHERWISE SPECIFIED
+5 VDC WIRE COLOR 688
GND WIRE COLOR 54

SYSTEM 80 POWER DISTRIBUTION

SHARPE SHOOTING

SILVERBALL BLUE--
FLIPPER GAMES STILL HAVE A LONG WAY TO GO TO ENSURE SUCCESS

BY ROGER C. SHARPE

The pinball renaissance has been a remarkable paradox. On the surface the industry has witnessed the arrival of a number of ingeniously created machines, but there are still barriers. Operators are still not convinced that the manufacturers have the best solutions when it comes to releasing equipment. For all the hits, there have also been a number of misses.

But why have some machines have missed the mark? Is it the layout and design, or does the problem go deeper into the fundamental construction? Too many operators don't have the experience or the staff to maintain equipment in peak operating condition. Dirt clogs the board and wears at the playfield, while simple component alterations are seen as devastating chores that too few have the expertise to fix. So it's not uncommon to walk into a location and see a machine down simply because of a broken flipper, a loose piece of plastic, a worn rubber, or a burned out coil.

An intimidation factor is proving to be devastating to the increased success of pinball. It's one thing to deal with a video game's simple operation and repair. But when it comes to pinball, game room operators and staff are either ill-equipped or unknowledgeable as to what it takes to keep a game running smoothly. The challenge isn't just to dust off a monitor or control panel, it's taking the time and care to slip off a playfield glass and routinely clean rubbers, wipe away accumulated dirt and grime on the board, and making sure that all contacts and switches are operating properly.

Admittedly it's a hassle, but it's something that's required with pinball machines. It's too easy to let a machine slide because there are other, seemingly more important problems and concerns to deal with. Preventative care just isn't a priority and all the service schools and seminars in the world aren't going to change the mindset of an entire industry.

So what happens is that the newest games wear down quicker because the parts are more intricate and even more in need of maintenance. Just think about the recent releases, with ramps and other configurations, where access is a bitch to begin with once you remove the glass. Even the use of backglass alphanumeric displays, spelling out the problems, aren't enough to curtail machine abuse.

It's unbelievable when you think that these machines are business investments. Do these same operators show similar neglect for their cars or household appliances? Or are they more caring and aware of warning signs? How can this be translated into the world of coin-operated amusement games?

The only way to break down the barriers is to keep pinball in the forefront of the industry's growth, so that operators will be more aware of the need to repair and maintain their equipment. Changes will have to take place and, in the meantime, distributors and manufacturers are there to continue teaching basic operation of sophisticated solid-state machinery.

But machine neglect is only one obstacle facing the pinball revival. Obviously there are many who believe in pinball and its earning potential and yet, selling new equipment is still tough. Except for some breakthrough games such as *Space Shuttle* and *High Speed*, it's a struggle to get operators to buy a fuller range of models. In fact, Williams probably has the greatest success, but even they aren't infallible as evidenced by *Road Kings* and *Grand Lizard*.

Even though Williams has opened doors to pinball, the company has also managed to create an environment where the competition has fallen on much harder times. The mood almost seems to be Williams or nothing at all. It has been a tougher sell for companies like Game Plan, Wico, Grand Products, Pinstar, and Zaccaria.

The same might even be said of Premier and Bally as they attempt to upgrade and innovate their design and engineering techniques.

However, the industry is less willing to support a core of pinball manufacturers in the same fashion as they have supported video game manufacturers. The major three have become one standout and two struggling to get recognition and sales in the quantities necessary to make bottom-line returns for research and development. It's become a double-edged sword for Bally and Premier, who have pulled out all stops in the production of viable product that can, and does, compete effectively against Williams' machines. And now we are seeing Data East becoming the fourth pinball entity. It is still speculation as to what it will do in this arena, although its presentation at ACME was well-received.

So although the pinball rebirth has been positive, the price has been high. Premier continues to bring out games like *Hollywood Heat* and *Gold Wings* that do have impact, while Bally has come back into contention with *Strange Science*.

But it's troubling that games like *Genesis* or *Special* Forces didn't have the impact they deserved based on pure play. In some cases, the argument can be made for mechanical reliability or peak cashbox returns that aren't high enough, but long term these games can bring back the investment as well as profitability.

If anything, Bally and Premier deserve support in their efforts to the extent that older equipment is turned over. One or two new pieces in a line-up of seven or eight machines isn't enough to justify the news of pinball's revival.

The dilemma is also competing against older models that are bringing in enough dollars to keep operators satisfied so they are not upgrading their equipment to sustain store traffic or even increase store traffic and entice new players.

In the coming weeks we'll see how the Data East/Gary Stern tandem bears up under the same strain as Game Plan, Wico, Grand Products and Zaccaria. Can a new entrant make the necessary capital investment and be patient enough during the time it will take before operators have a better comfort level as to machine reliability and player appeal? It will be difficult in much the same way that Chicago Coin/Stern had its problems competing against the bigger boys back in the seventies.

Interestingly, what needs to be done by all the pinball manufacturers is to merchandise and market their games to the public to build awareness and demand. We're talking about a direction that the coin-machine industry has generally avoided. But the time is right to embark on marketing and promotional activities that have proven successful in so many other industries and fields.

Whether it's tournament packages tied into specific equipment, or some other premiums for the end user, something has to be directed to the player. Doing things for operators and distributors is one thing, but doing something for the target audience is quite another. Grand scale tournaments could accomplish much for pinball machines, but it's only the first step of ongoing activity to generate consumer feedback and demand at the street level. The ideal is to have players asking for a specific pinball machine from a specific manufacturer.

But just as companies invest in development and creation of their products, so too must they begin to proportion monies to build a groundswell of support and popularity for pinball machines from the public. It shouldn't be a difficult or expensive venture considering the ultimate return, but it is something that must be considered to continue the pinball revival.

For now, the challenge is survival and biting off pieces of market share to continue operation. What I am proposing, however, is a complement to this daily ritual which will bring long term, sustained growth and prosperity to pinball in general.

Pinball is coming back but many of the efforts tilt at windmills rather than address an extremely intelligent and sophisticated public that is used to being directed towards certain products via the conventional channels of marketing and sales promotion. And as we begin the spring/summer season, I hope to see efforts towards building momentum for the rest of the year.

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NEW PRODUCTS

Spyhunter II

Bally Midway Manufacturing has released *Spyhunter II*, a new two-player interactive interpretation of its 1984 dedicated video game, the original *Spyhunter*.

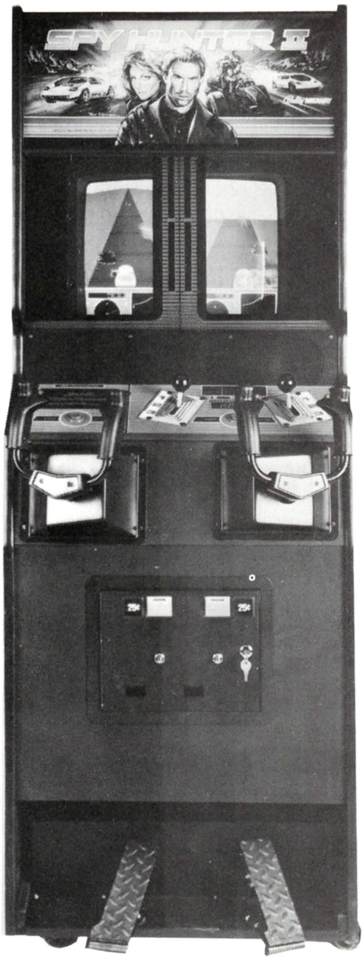
Spyhunter II features a 25-inch monitor and two sets of controls with broader, fanned control panel area. Each set of controls has a yoke-style steering wheel and three-speed shift lever. The screen is vertically divided and gives a duo of player-perspective road views.

The game offers a view from the seat of a high-speed vehicle. A screen on the dashboard gives RPM's, engaged gear, plus the type and number of remaining enemies. A radar screen helps identify enemy locations.

In addition to the standard equipment of machine guns, the player earns added weaponry like tire slashers, oil dumps and surface-to-air missiles by driving into a large truck that periodically appears on the road ahead. The player activates these weapons by depressing one of four thumb buttons on the steering wheel. Enemies appear in cars, on motorcycles and in helicopters.

The object of the game is survival and the success of game play depends on the number of enemies defeated and the speed of their termination. The buy-in feature allows player cooperation to finish off enemies. The background music uses the "Peter Gunn Theme".

For more information, contact your local distributor or write to Bally Midway Manufacturing, 10601 W. Belmont Ave., Franklin Park, IL 60131, or call (312) 451-9200.



Kyros

World Games introduces a new video kit, *Kyros*, that challenges the player to free kidnapped children held captive in a castle with five floors of obstacles and hazards.

The player becomes the hero, Mac, who rescues the children using his bare hands and strong kicks to fight off dangerous dobermans, ghoulish ghosts and cantankerous karate experts. Each level of play has a courtyard and chambers with hidden threats.

The captured children are dressed in white, red, blue and green. Rescuing a child clad in white wins bonus points for Mac; the first one dressed in red brings a strong forward kick; the second one in red rewards with a turning kick; a child in blue gives extra speed; and one in green earns an extra man.

Kyros, the devil, is the final evil that stands in Mac's path to final victory. If Mac defeats Kyros he may go back to the beginning stage, meet new enemies, free more captives and battle Kyros again.

For further information, write World Games, 7046 Sophia St., Van Nuys, CA 91406, or call toll free 1-800/542-GAME. In California call (818) 904-0975.

Shoot To Win!

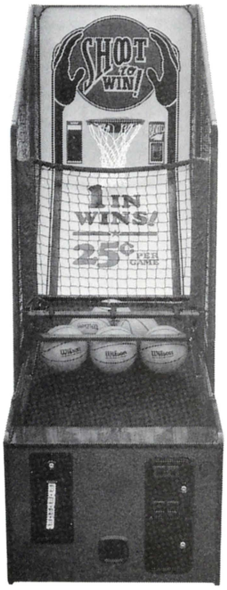
Smart Industries introduces *Shoot To Win!*, a basketball shooting game that fits through standard doorways and sets up in 30 minutes.

Features include game timer settings, predetermined score to give tickets (0-9), predetermined times to open the gate, music and running lights.

The number of coins required to start the game and the number of tickets dispensed for the winning score ranges from one to four. Options include a ticket dispenser, dollar bill acceptor and trailer mount.

Dimensions are 39 inches wide, nine feet eight inches deep, 11 feet six inches folded up, seven feet six inches high without bottom and nine feet high with bottom.

For more details, write Smart Industries Corp., 1801 Bell Ave., Des Moines, IA 50315, or call toll free 1-800/553-2442. In Iowa call (515) 244-3500. Or contact Central Distributing Co., Inc. (national distributor for Smart Industries) (402) 553-5300.



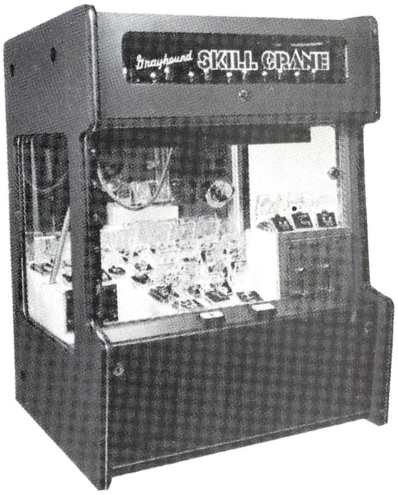
Countertop Skill Crane

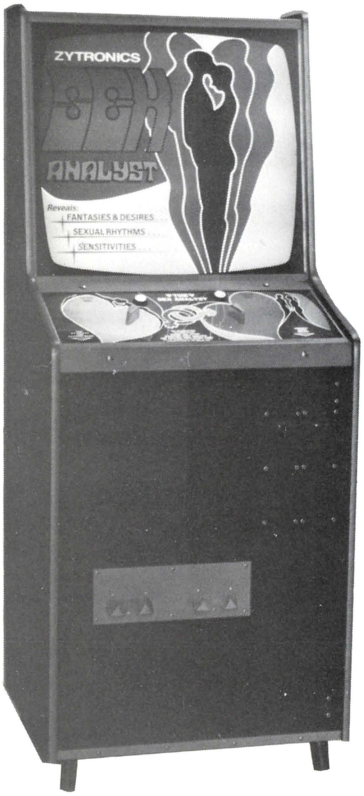
Grayhound Electronics adds a countertop *Skill Crane* to its line of skill cranes that includes a single, double, triple and jumbo model for large prizes.

Designed for locations with a minimum of available space, the countertop unit measures 25 inches deep, 25 inches wide, and 34 and one-quarter inches high. Features include coin accumulator, LED read-out time of 15, 30, 45 or 60 seconds per game play, and a game play option of 25 cents up to two dollars.

Both joystick and button controls are available. The prize viewing area is made of plexiglass, and there is an adjustable claw mechanism. Bill acceptors are optional.

For further details, write Grayhound Electronics, Inc., Rt. 37 and Germania Station Road, P.O. Box 1697, Toms River, NJ 08753, or call toll free 1-800/222-0491. In New Jersey call (201) 341-5200.





Sex Analyst

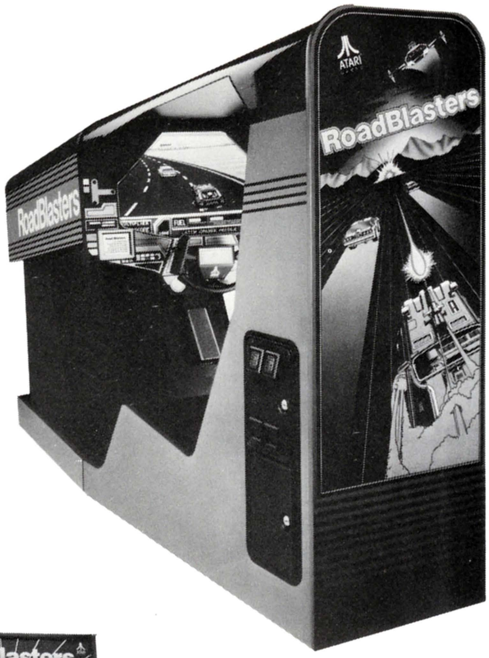
Zytronics has developed a new upright unit, *Sex Analyst*, that operates on 50 cent play and dispenses more comical than clinical answers to questions concerning sexual behavior.

Colorful lights draw attention to *Sex Analyst*. Players put their right or left hand on the desk top and press the start button. A sex analysis is rendered in the form of a computer punched card. The natural inclination is for players to have their other hand analyzed as well.

Appropriate locations for this unit include bars, night clubs and arcades.

For more details, write Zytronics, Inc., 8823 S.W. 129 Terrace, Miami, FL 33176, or call (305) 251-3775.

Road Blasters



Atari Games debuts *Road Blasters*, a dedicated driving game available now in futuristic high-tech cockpit style complete with fresnel lens that overlays the display and enlarges screen graphics.

A *Road Blasters* upright System I game and game kit will soon follow release of the cockpit unit and will include an attraction panel decal, completely assembled control panel with graphics, a pop-in game board and foot pedal assembly. It will convert all other System I games--*Marble Madness*, *Peter Pack Rat*, *Road Runner* and *Indiana Jones the Temple of Doom*.

The game has been developed in conjunction with Matchbox Toys, maker of authentically detailed collectible die-cast cars. Matchbox will support its Road Blasters line with a nationwide advertising campaign including television and retail promotions. In addition, Atari plans a direct-to-player promotion built into every game. If a player completes wave 50 on the game he will be given a personalized secret code that entitles him to a Road Blasters T-shirt.

And now for game play: the player drives a high-performance armored car using a new steering control with fire buttons and the added action element of laser artillery and unique special weapons.

The player can dock with the special weapons pack dropped by the support jet to acquire the special weapons, which include a cruise missile nitro injector, U.Z. cannon and electro shield.

Four computer-controlled opponent rally vehicles challenge the player--Stingers, Command Cars, Rat Jeeps and Cycles. Other obstacles are road mines, gun turrets and bombs thrown by opponent vehicles. The game ends when the player runs out of fuel, but he can refuel when reaching each checkpoint and rally point or by tagging green and red fuel globes along the roadway.

For more information, contact your local distributor or write Atari Games Corporation, 675 Sycamore Drive, Milpitas, CA 95035, or call (408) 434-3750.

Turbo Joker Poker

McClanahan Enterprises introduces *Turbo Joker Poker*, an easily installed software kit for video poker games.

In only five minutes *Turbo Joker Poker* converts Kramer model 1,2,3 and up, plus SMS model l, GTI, Drews, or any model Joker Poker that uses the same 8080 architecture.

Game features include raise bet, bonus jackpot, extra cards, pairs win, half double, and fast play (divided into speed bet, automatic draw and automatic bet/deal).

In automatic draw the machine will discard and draw if draw is pressed instead of discard buttons. In automatic bet/deal players press deal at the end of the game and the machine will take score, bet the same amount as the previous hand and then deal the cards.

For more information, write McClanahan Enterprises, Rt. #5, Shelbyville, TN 37160, or call (615) 684-1067.

Crick-Kit and Catch Ring

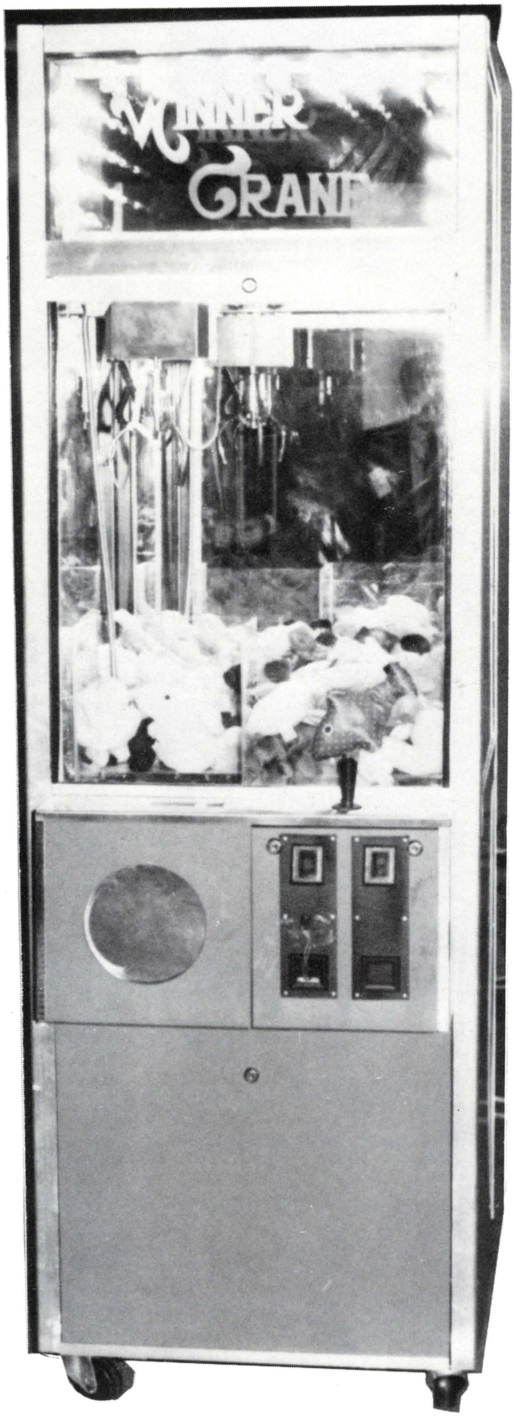
Merit Industries recently released *Crick-Kit*, an add-on module for all *Pub Time* and *Bull Buster* dart games, and a new Catch Ring.

The *Crick-Kit* unit mounts on the overhead canopy and provides a cricket scoreboard, an additional game score display for all observers to watch, and an integral message center. New software included with the kit adds the games of cricket and baseball to the list of player choices.

Crick-Kit was designed to respond to operator need for a game of cricket for established locations with advanced players. The kit allows for upgrading existing equipment. New deluxe models also are available with all features standard.

In addition, Merit has introduced a Catch Ring for all its games. It is an outer ring around the target that catches darts just missing outside the doubles ring. This feature saves dart tips and helps players determine how much they need to correct a throw. The Catch Ring is standard on all new games and available as a retrofit kit for existing units.

For more information, contact your *Pub Time* and *Bull Buster* distributors or write Merit Industries, Inc., P.O. Box 5004, 2525 State Road, Bensalem, PA 19020, or call toll free 1-800/523-2760. In Pennsylvania call (215) 639-4700.



Winner Crane

Amusement Games Technology has developed the *Winner Crane* in the Belgian style with stainless steel claw and welded steel frame cabinet.

The *Winner Crane* features music playing while the game is in operation. A large steel money box with locking arrangement is standard equipment as are dual coin units. Bill acceptor and gumball dispenser are optional.

Other features include skill-oriented version of four-way joystick control, tempered glass viewing area, a prize counter detection system, dual meters, A.C. motor, digital credit unit and timer plus LED readouts.

The unit has adjustable playing time, microcomputerized PC board, deep plush storage area and credit accumulator for games from 25 cents up to one dollar or more.

Dimensions of the unit are 26 and one-half inches wide, 34 inches deep and 58 inches high. For more information, contact Amusement Games Technology, Inc. at one of its two locations: 132-10 Jamaica Ave., Richmond Hill, NY 11418, call (718) 291-5757: or 25 Hutcheson Place, Lynbrook, NY 11563, (516) 593-5050.

Contra

Konami introduces *Contra*, a two-player interactive dedicated upright with buy-in and continuation features.

In *Contra* each player has an eight-way joystick control and shoot and jump buttons. The objective is to destroy of base of Red Falcon, an organization plotting to conquer the earth. The player engages in guerrilla warfare with Red Falcon's soldiers and battles his way through 3-D mazes and underground security systems until he reaches his ultimate challenge, the Alien's Lair.

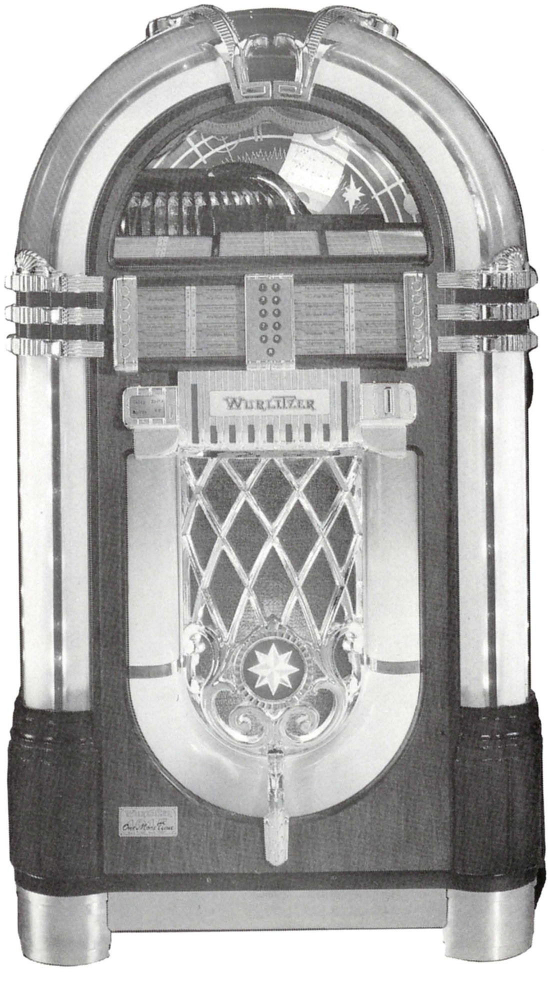
Six bonus weapons are awarded for destroying small flashing sensors. Those weapons are machine gun, laser, spread gun, fireball, a barrier to protect the player from enemy forces, and rapid fire bullet speed.

By annihilating the large sensor at the end of each stage, the player can advance to the next stage. Among the seven game stages are the jungle (horizontal scroll), inside the enemy base (3-D maze), core of the enemy base (3-D fixed), waterfall outside the base (vertical scroll), inside the second base (3-D maze), core of the enemy base (3-D fixed), and snow field, hangar and the Alien's Lair (horizontal scroll).

The player battles armored giants, jeeps, trucks and other threats to reach the Alien's Lair, destroying the creature's head and heart. Mission accomplished!

For more details, contact your local distributor or write Konami, Inc., 815 Mittel Drive, Wood Dale, IL 60191, or call (312) 595-1443.

CONTRA
CONTRA



One More Time

Wurlitzer combines modern technology with the classic look of its famed *1015* to create *One More Time*, a new phonograph that duplicates all style and beauty of the original.

Features include 100 selection play on Shure magnetic pickup, back-illuminated rotating color drums and pulsating light band, and microprocessor controls for all functions including credit and bonus programming of mechanical or electronic coin mechs as well as record playing and automatic top tunes.

An LED read-out indicates the current playing record, credit and selection. A play-stimulator automatically plays a record every 10-30 minutes. The stereo transistorized amplifier with automatic level control and electronic overload protection gives 200 watts of music power to six speakers in the three-way stereo system. Options include bill acceptor.

The original *1015* was introduced in 1946 and within two years 56,000 models had been sold.

For more information, contact your distributor or write Wurlitzer's U.S. representative, Jerry Reeves, 503 W. Central Blvd., Orlando, FL 32801, or call (305) 843-4302.

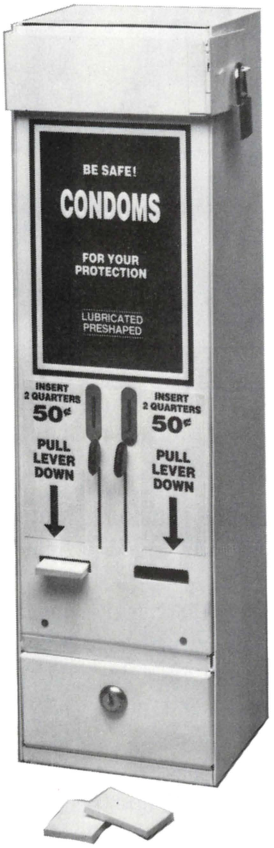
Condom Dispenser

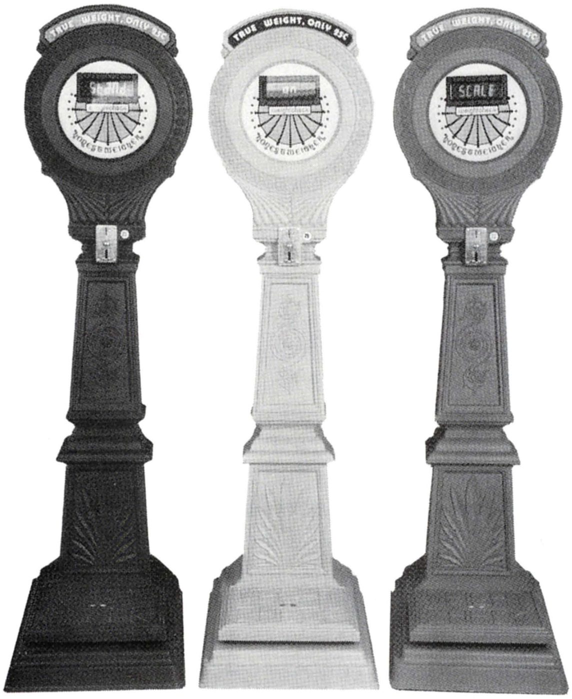
Communidyne has added the double vend *Condom Dispenser* to its line of specialty machines.

The Model 3000 *Condom Dispenser* dispenses 144 standard-size single pack condoms and has a special front loading panel for faster, easier servicing. Features include a double clasp locking system, heavy duty metal cabinet and locked coin box area for maximum security.

The Model 3000 also features user-friendly, non-intimidating graphics, an out-of-stock indicator and optional alarm system. The term double vend refers to the product and pricing flexibility offered by two coin acceptors that allow the operator to offer two individual products at up to two different prices.

For more information, write Communidyne, P.O. Box 6674, Chicago, IL 60614, or call (312) 883-0348.





Honest Weigher

Weight Check, Inc. combines nostalgia with the new health, diet and fitness boom to create its latest scale, the *Honest Weigher.*

The unit is a reproduction of the first penny weigher scale ever manufactured in the U.S. The original was made by the New York Scale Company in the 1900's.

Honest Weigher is made of molded steel-strong plastic and comes in pop-art colors of bright yellow, blue and red for maximum appeal. Units have a two-and-a-half inch high moving LED sign inviting all to use it. The read-out is in pounds and ounces.

The face of the scale is completely lit and it plays a musical tune to attract customers. It does not furnish a paper ticket, but is designed for impulse use.

The machine weighs 82 pounds, has double security doors and a cash box fitted with a securing link at the base. Accuracy is two ounces in 300 pounds. Calibration takes a matter of seconds and from then on it's locked in permanently.

For more information, write Weight Check, Inc., 1350 W. Shure Drive, Arlington Heights, IL 60004, or call (312) 253-2981.

TAX TIPS

BY HOLLAND C. CAPPER

I.R.S. FORM 1099 -- AN UPDATE

Operators should be aware of the serious and severe problems which may result from failure to report payments of $600 or more in any calendar year on IRS Forms 1099. Owner-operators, in particular, should learn from the following horror story.

An owner-operator known as the Honest & Innocent Music Operator (H & I) did not report the share of the proceeds (generally 50 percent) left at each location where his coin-operated machines were bringing in revenue. H & I thought it was sufficient to report and pay taxes on his half of the take. What the locations did with their half was up to them, he reasoned. H & I had heard somewhere that the IRS agents in various parts of the United States did not know whether or not H & I should file 1099s for each location which shared in the revenue from the coin-operated machines. So in 1981 & 1982 H & I was pure--he did not really know he was supposed to report each of his customers.

Then H & I read an article in a well-known male magazine which clearly spelled out his duty to report payments to his customers. But still he wasn't certain because neither his large public certified accounting firm nor the IRS agent who audited his tax returns ever told him of his duty. And so Honest & Innocent (not so innocent now) still failed to file 1099s.

Then a new IRS agent came to audit. The talk turned to 1099s and H & I innocently told her about the magazine article and even gave the agent a copy.

Another year passed and then the IRS imposed a $250,000 penalty against H & I for failing to file 1099s for 1980 & 1981. The law limits the penalty to $50,000 each calendar year *unless* the failure to file is due to intentional disregard of the filing requirement, which the IRS claimed in H & I's case because he had read the magazine.

The morals of this true story are:

(1) Don't read male magazines.
(2) If you do, don't give copies to IRS agents.
(3) Never listen to advice or opinions of IRS agents.
(4) Always, even when in doubt, report any payments of $600 or more on IRS Form 1099. And be sure and send a copy to the recipient of each payment.

In the case of Honest & Innocent's customers, when the IRS did find out their names, many of them were audited. Some had not reported the cash income which they have received from H & I's machines. That, of course, can lead to some very serious criminal charges. You do not, in the long run, do your customers any favor by failing to report cash payments exceeding $600 on IRS Form 1099.

The IRS is very serious about enforcing the 1099 filing requirements. Every reader should review with his accountant his practice and policy regarding 1099s during at least the last three years.

If any practice appears to be questionable, the reader is well advised to seek the counsel of a competent attorney. For the future, the safe rule is to report on Form 1099 all payments made in the course of trade or business which equal $600 or more in a calendar year, unless there is a clear rule which states you are not required to do so. When in doubt--report.

The applicable Tax Code provisions are as follows:

a) Sections 6041 through 6050L (Information Returns Concerning Transactions with Other Persons)
b) Section 6552 (Penalty for Failure to File Information Returns)
c) Income Tax Regulations Sections 1.6040-1 through 1.6050L-IT
d) Regulation Section 301.6652.1 through S 301.6652-3

One of the most far reaching exceptions to the Form 1099 reporting requirements is set forth in Regulation S1.6041-3 which states that "payments to a corporation" are not required to be reported on Form 1099.

The Play Meter Staff

extends thanks to all
operators, distributors and
manufacturers who
contributed to the success of
the Second Annual
American Coin Machine
Exposition held in New
Orleans last month.

To all those who labored
behind-the-scenes we send a
special note of appreciation.

We hope to see all of you
next year in Las Vegas for
ACME '88.

Valerie
Bonnie
Renée
Margret W. Vinient
Rusty
Carol
Sally
Lenore
Jack
Jim

Darts...

Electronic darts are being touted as the most important development in years for coin-operators in the amusement & music industry. Why? Because dart games on location attract regular — even loyal — players. In short, a potential year-round bonanza!

By encouraging player interest in darts — primarily through leagues which have been the mainstay of pool and bowling for years — operators can significantly expand income opportunities!

What Is AMOA Doing About Darts?

The Amusement & Music Operators Association has formed the AMOA National Dart Association. Its sole purpose is to increase operator and player interest in competitive dart teams and league activity nationwide. To this end, it sanctions players sponsored by AMOA National Dart Association member operators. It also has developed standardized rules & regulations — including handicapping criteria — to provide equal competitive opportunity throughout the country. Additionally, each spring it sponsors the AMOA National Team Dart Tournament to recognize the best teams and players. And it has produced an operator's handbook — as well as a video and cassette tapes — on "How to Organize Dart Leagues."

To join the AMOA National Dart Association an operator must first be a member of AMOA.

AMOA: Working for You!

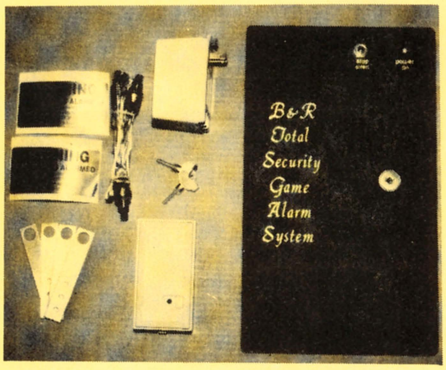
For more information on the AMOA National Dart Association — or AMOA membership, programs and services — call or write today!

Amusement & Music Operators Association
111 E. Wacker Drive
Chicago, IL 60601
312/644-6610
Direct Line:
312/565-4602

CLASSIFIED ADVERTISING

PLAY METER's classified ads are sold by inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or MasterCard. Deadline schedules are available upon request. Send ad orders and prepayment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184. For more information, contact Valerie Cognevich (504) 488-7003.

GAME·ALARM



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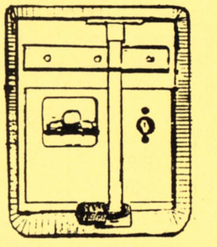

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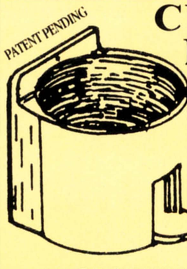

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TRADE ACCESSORIES

POOL BALL CLEANING KIT

Nu-Look Products has developed a complete pool ball cleaning kit to add to its line of products that includes shuffleboard waxes, pinball playfield cleaners, pinball rubber cleaner and video screen cleaner that repels fingermarks.

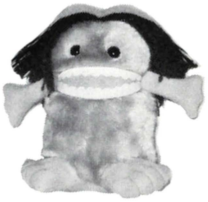
The pool ball cleaning kit includes one gallon of pool ball cleaner to clean and restore color, an eight ounce jar of pool ball polish for a high-gloss finish, plastic cleaning tank and lid of heavy duty plastic and one pair of polishing gloves.

Nu-Look will be happy to send a free price list and brochure of its complete product line, including details of a new pool tale felt spot remover.

For more information, write Nu-Look Products, Inc. 1340 Stirling Road, #10B, Dania, FL 33004, or call (305) 922-8877 or 922-8881.

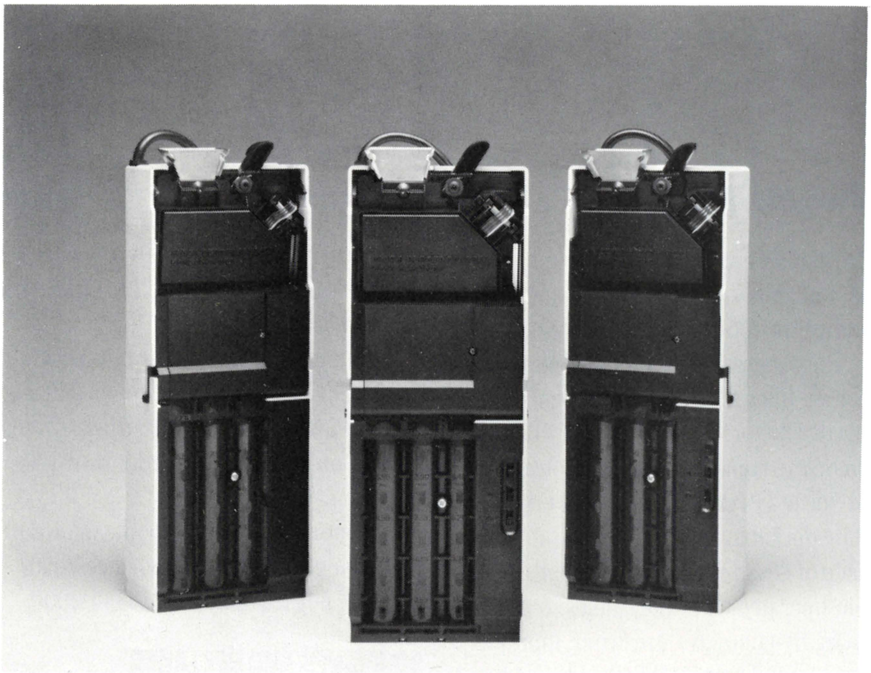
NEW PLUSH PRIZES

Prizes!, a supplier of plush and other prizes used in merchandisers, has added a number of new plush items to its line.



With such names as Googles, Big Foot, Chomper, Lovely Lotte and Birdragon, the new prizes offer a change from the traditional.

For a brochure and further details on the new plush, write Prizes!, 15611 Container Lane, Huntington Beach, CA 92646, or call 1-800/992-2388.



INTELLITRAC COIN CHANGERS

Mars Electronics introduces the IntelliTrac Series of electronic coin changers designed to meet the needs of the changing vending industry.

The IntelliTrac Series includes the TRC 6000 changer, the existing Model 6200 changer and the new TRC 6800 changer. These fully electronic changers incorporate Mars' most advanced technologies such as intelligent coin tracking and self-teaching technologies that have proven successful in the 6200.

All IntelliTrac changers have features that are switch programmable to provide operators with greater freedom in merchandising and marketing products. The TRC 6800 and 6200 models have circuitry built-in to offer additional options, including an electronic cash controller to display vend price and credit accumulation.

For more details, write Mars Electronics, 1301 Wilson Drive, West Chester, PA 19380, or call (215) 430-2500.

GAME ALARM SYSTEM

B&R Amusement has developed a total security game alarm system that features a control panel that uses a battery-powered digital wireless radio receiver with a solid state control board.

This control panel was designed for the coin machine industry and offers a service mode to allow collections and repairs to be made without setting off the alarm. There also is a self test feature that tests each game's transmitter and switch circuit while being serviced. There is a goof proof feature that prevents service personnel from leaving the system unarmed.

Both the control panel and game transmitters are simple to install. The system comes complete with a control panel and one game transmitter kit and is expandable to protect an unlimited number of games.

For more information, write B&R Amusement Ltd., P.O. Box 55010, Seattle, WA 98155, or call (206) 625-9233.

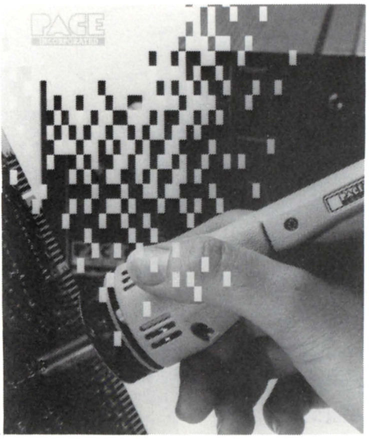
FREE PACE CATALOG

PACE, Inc. has issued a new, free 56-page full-color product catalog of electronic rework and repair equipment.

Included in the catalog are descriptions of PACE's Craft-100A, removal and replacement system for surface mount components, rework and repair systems, desoldering systems, function accessories, work materials, tools and aids.

Information also is available on PACE's motion picture/video training courses "Basic Soldering" and "Rework and Repair for Electronics."

For a copy, write PACE, Inc., 9893 Brewers Court, Laurel, MD 20707, or call (301) 490-9860.



PUCKS AND MALLETS

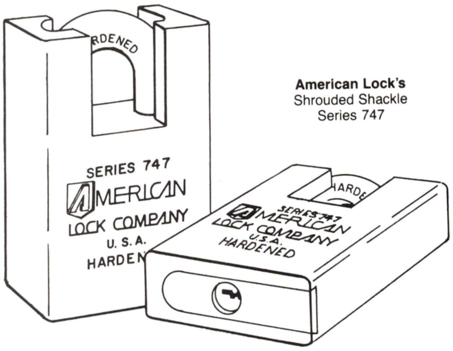
Dynamo Corporation has announced the availability of what it calls "superior quality Air Hockey pucks and mallets."

The company sells a yellow puck, made of glass-filled Lexan, that is designed specifically for its new *Air Hockey* table and can be used on other high-air-flow tables, like the old Brunswick *Air Hockey*. The white puck that Dynamo markets is also made of Lexan and can be used on all coin-operated air hockey tables. Both pucks, Dynamo says, are faster, more durable, and more stable than the red, green, or orange imported varieties.

Dynamo's mallets are made of a durable plastic that, it says, "will easily outlast the Taiwan imports many times over."

For more information, write Dynamo, 2525 Handley-Ederville Rd., Richland Hills, TX 76118, or call (800)527-6054 or (817)589-7699.

LOCK COMPANY INTRODUCES NEW DESIGNS



American Lock's
Shrouded Shackle
Series 747

American Lock has introduced its Series 747 shrouded-shackle padlock, a rekeyable unit that features a recessed six-pin tumbler to protect against drilling pullout. The lock's hardened alloy-steel shackle is enclosed in a hardened solid-steel body that measures 1" by 2 1/2" by 4". The locking mechanism features American Lock's double-ball locking system. Shackle clearance is 1".

American Lock has also developed a shackleless lock, the Model 2000, called the *Superlock*. The *Superlock* is constructed of a solid, unibody, reinforced case with a high-security six-pin tumbler. Its clamshell-like body protects the locking bar of a hasp.

Applications of the *Superlock* include vending machines and other units that use hasps. With special mating hardware, it may be used on glass storefront doors, truck doors, and cabinet doors.

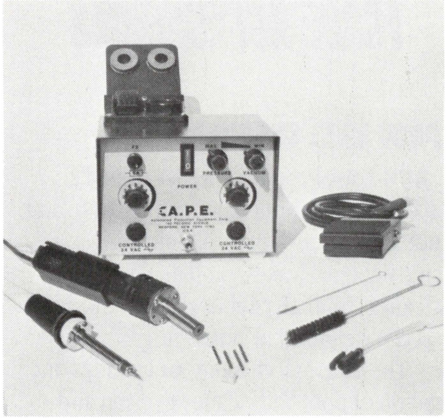
For more information, write American Lock Company, 3400 W. Exchange Road, Crete, IL 60417, or call (312)534-2000.

ADHESIVES AND SEALANTS

Master Bond Inc. has developed a new, flexible, electrically conductive epoxy system, EP76M-1R. The substance cures at room temperature or slightly above and has a one-to-one mix ratio by weight. Adhesion is excellent to metals, glass, plastics, and ceramics. With a smooth, thixotropic paste consistency, it can be silk screened or applied with a syringe. Volume resistivity is 5-10 ohm-cm, and the operating service temperature range is -60 degrees Fahrenheit to +300.

Master Bond has also introduced EP30, a low-viscosity, two-component epoxy adhesive for general purpose bonding. EP30 has a four-to-one mix ratio by weight and can be cured at room temperature (or faster at higher temperatures). It is 100 percent reactive and does not contain any solvents or other volatiles. Shrinkage after cure is low, with a wide temperature range of -60 degrees Fahrenheit to more than 250 degrees. Adhesion is to metals, glass, ceramics, wood, vulcanized rubbers, and some plastics. The hardened adhesive is an electrical insulator.

For more information, write Master Bond Inc., P.O. Box 522, Teaneck, NJ 07666, or call (201)343-8983.



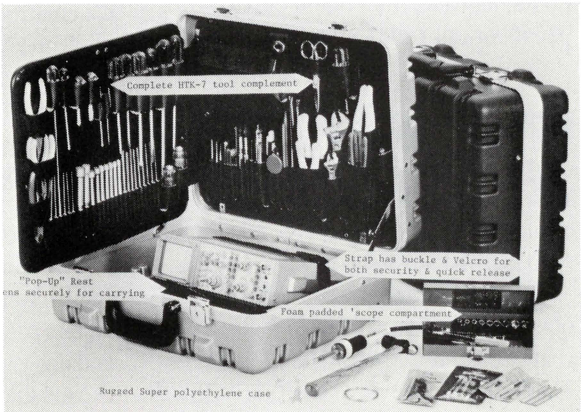
SOLDER EXTRACTOR

Automated Production Equipment Corporation has developed the Model EX-501 solder extractor, which has a self-contained diaphragm pump that provides PSI air pressure and delivers 18-24 inch Hg. The Model EX-501, which can be used with static sensitive components, comes with a Model EX-1000 desoldering handpiece and a separate solder iron that have temperature-controlled 24-volt heating elements. An assortment of tips and cleaning brushes are also provided.

For more information, write A.P.E. Corp., 142 Peconic Ave., Medford, NY 11763, or call (516)654-1197.

OSCILLOSCOPE/TOOL KIT

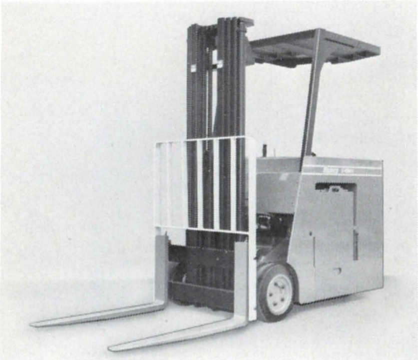
Hand Tool Industries of Kent, Ohio, has included in its 1987 Tool Kit Catalog an oscilloscope/tool kit that is built into an easy-to-carry polyethylene case. The HTK-7 Scope Kit features a foam-padded carrying compartment for a Leader, B&K, or


Complete HTK-7 tool complement
Strap has buckle & Velcro for both security & quick release
"Pop-Up" Rest
ens securely for carrying
Foam padded 'scope compartment
Rugged Super polyethylene case

similar-sized oscilloscope, with a pop-up rest and a quick-release, quick-fastening strap. The top of the case has a double-side, hinged tool pallet.

For more information, write Hand Tool Industries, Inc., 1933 Lake Street, Kent, OH 48240, or call (800)652-1234.

ELECTRIC LIFT TRUCK



The Model E-4000A Namco electric lift truck, a versatile three-wheel, counterbalanced vehicle with a right-angle stack capacity of 69.5 inches plus load, is now available from Namco dealers throughout North America.

The E-4000A is rated at 4,000 lb at a 24 inch load center. It will accommodate an 1120 A.H. capacity battery for a full eight hours. High visibility uprights are available up to 18 feet, nine inches fork height.

For more information, write Schaeff Namco, Inc., P.O. Box 5869, St. Louis, MO 63134, or call (314)429-5511.

SHORT-CIRCUIT LOCATOR

Singer Data Products, Inc.
MS-1
SHORT-CIRCUIT LOCATOR
OFF
VOLUME
SENSITIVITY

Singer Data Products has released its MS-1 short-circuit locator, designed for printed circuit boards. Using a technique that has been employed for years to pinpoint faults in telephone and electrical cables, the MS-1 precisely locates shorted components, solder runs under components, shorts between board layers, bad IC chips, nearly invisible bridges, solder resist whiskers, and even contamination.

For more information, write Singer Data Products, Dept. 111, 790 Maple Lane, Bensenville, IL 60106, or call (312)860-6500.

EASY-TO-USE CREDIT CARD PHONE

CHARGE&SAVE
VISA
MICRO

Microdevices has introduced its MBA credit card pay phone system with a bidirectional multi-head reader. The MBA is a self-contained system that performs all the functions necessary to validate cards and process calls without connection to a central office or shared switching computer. The absence of a central switching facility, the company says, keeps the initial investment relatively low.

For more information, write Microdevices Inc., 1100-318 Business Parkway, Richardson, TX 75081, or call (214)644-8835.

AUTOMATIC OUTDOOR LIGHTING SYSTEM INTRODUCED

LightAlert!
Outdoor Security System

RAB Electric Manufacturing Company has developed a new generation of *LIGHTAlert Outdoor Security Lighting System* that turns on lights when a heat source such as a car or person enters its field of view.

The new *LIGHTAlert System*, which has a 50 foot by 70 foot detection pattern, comes with optional lenses that include long range and double look-down zone patterns. It is capable of switching 1,000 watts of incandescent lighting.

LIGHTAlert has a quick test mode, flexible ball joints, an adjustable daylight sensor, and a built-in override.

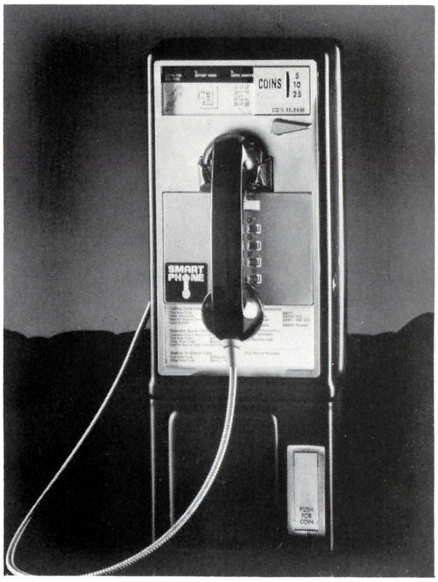
For more information, write RAB Electric Manufacturing Company, Inc., 321 Rider Avenue, Bronx, NY 10451, or call (212)292-5390.

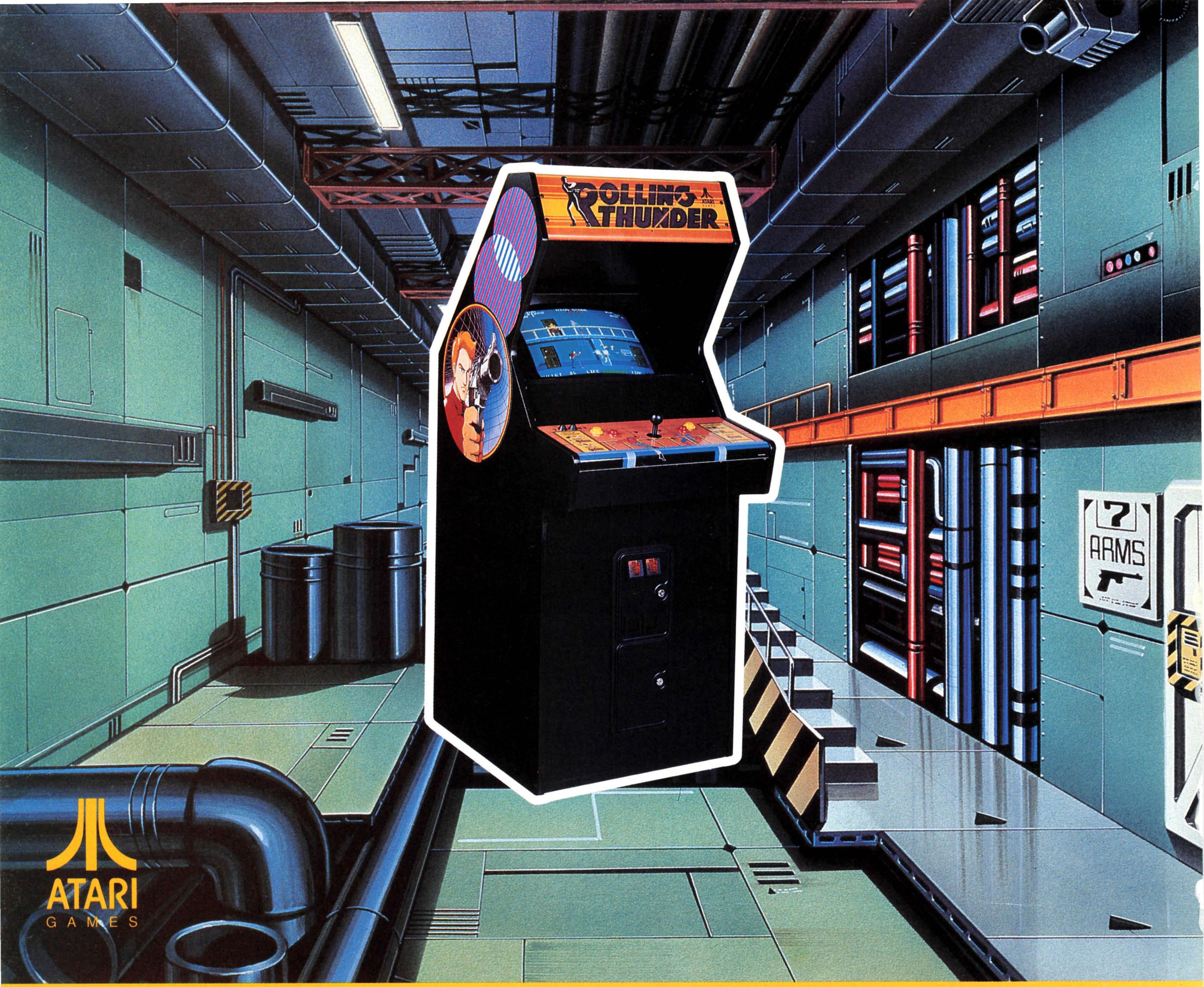
SMARTPHONE III WITH NEW HOUSING, SOFTWARE

International Communications Inc. has announced that the Smartphone III is now being offered in the GTE 120B case, with new 600 series software. The new housing provides greater security for outdoor locations.

The 600 series software offers improved answer supervision, an automatic diagnostics check, increased modem access security, and a more pleasing dial tone.

For more information, write International Communications at 1336 American Dr., Neenah, WI 54956, or call (800)345-7812.





YOUR CODE NAME FOR AN OUTSTANDING INVESTMENT!

Rolling Thunder* introduces intrigue and heroism in an intense action game. A secret society is plotting to conquer the world. The "Rolling Thunder" undercover police organization is assigned to expose this conspiracy. Top agent, code name "Albatross" is sent to the enemy headquarters to complete the mission and free allies held hostage.

Albatross is supplied with special arms weapons and has the ability to jump up or down through the enemy passageways. Penetrating the secret headquarters becomes more treacherous with each step, as new encounters await the daring intruder.

Intrigue your locations with Rolling Thunder . . . it's appeal won't be kept secret!

ROLLING THUNDER*

---

*Rolling Thunder is engineered and designed by Namco Ltd.
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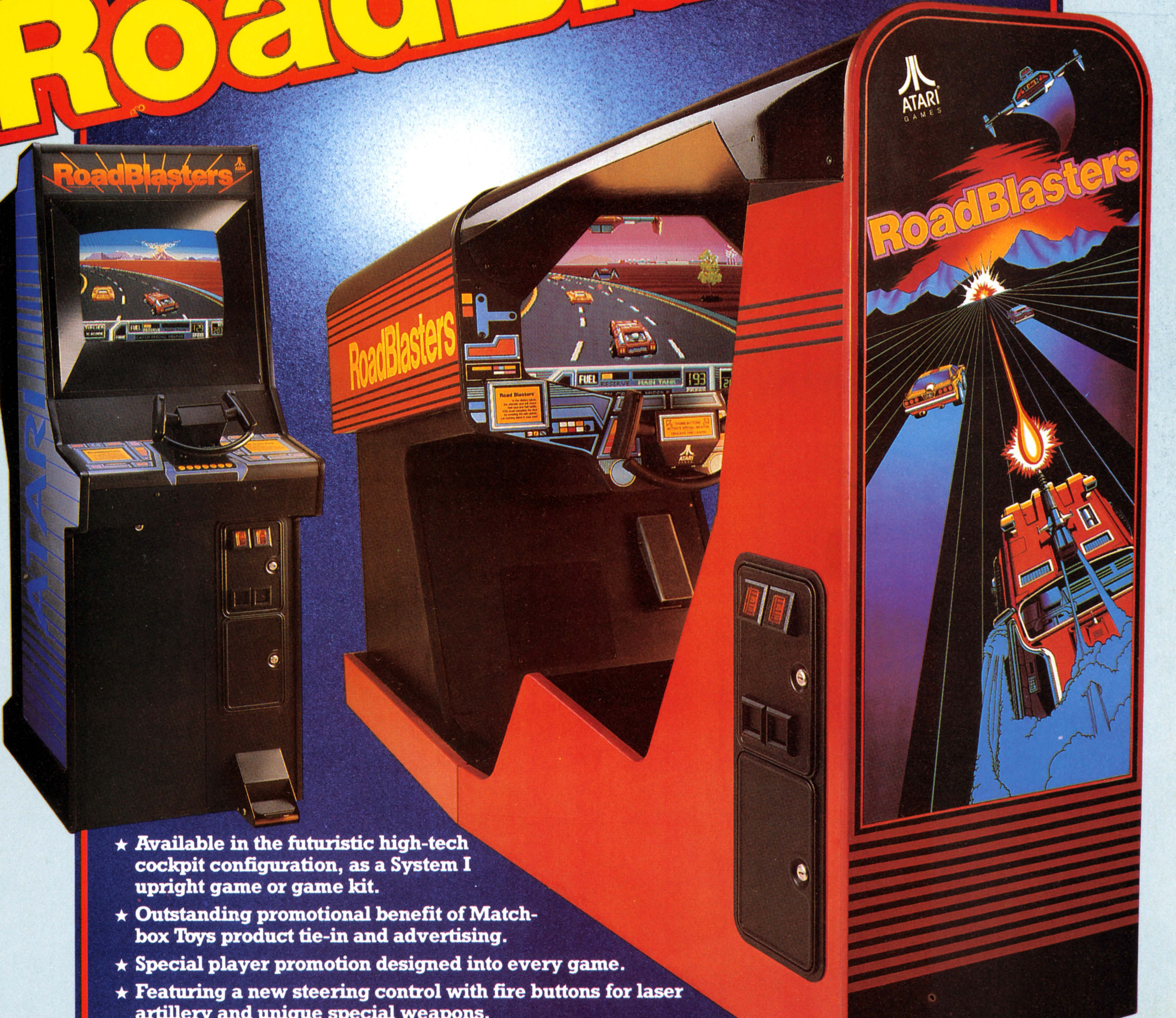
...and in the end only one warrior will prevail.

In the distant future, the Ultimate Race will occur. Half road race and half battle, this will be the final contest between good and evil; a combat zone survival exercise. It will be called

RoadBlasters™



- ★ Available in the futuristic high-tech cockpit configuration, as a System I upright game or game kit.
- ★ Outstanding promotional benefit of Matchbox Toys product tie-in and advertising.
- ★ Special player promotion designed into every game.
- ★ Featuring a new steering control with fire buttons for laser artillery and unique special weapons.
- ★ Add-a-coin game continuation for extra earning power.

The race is on! You can survive the battle with Road Blasters.

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